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VOLUME 8, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY-JUNE

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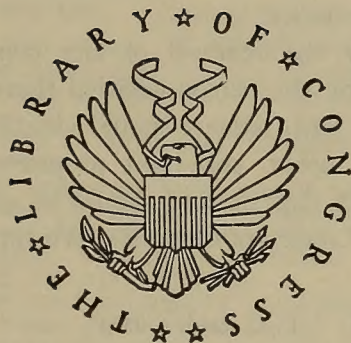
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A

AP PARTS CORPORATION. ©

At last, a heavy duty truck muffler with power, long life, safety and silence. (In Commercial car journal, Mar. 1954, p. 152-153) Appl. author: Gus H. Bobertz. © 1Mar54; KK97487.

Fewer engine overhauls when you use Miracle Power [additive] (In Farm journal, Nov. 1952, p. 68) Appl. author: Gus H. Bobertz. © 11Oct52; KK97151.

How I keep my car in condition, by Duane Carter. Miracle Power [additive] (In Automotive service digest, May 1954, p. 30) Appl. author: Gus H. Bobertz. © 1May54; KK97154.

How I keep my engine tuned, by Deb Snyder. Miracle Power [additive] (In Mechanix illustrated, Mar. 1954, p. 219) Appl. author: Gus H. Bobertz. © 25Feb54; KK97485.

How to earn \$2,000 extra this year. AP muffler. (In Motor, Mar. 1954, p. 162-163) Appl. author: Gus H. Bobertz. © 1Mar54; KK96161.

How to make an extra \$612 net for every 100 cars you service, by Laurel C. Worman. Miracle Power [additive] (In Motor, Mar. 1954, p. 161) Appl. author: Gus H. Bobertz. © 1Mar54; KK96160.

How to stop valve troubles, by Duane Carter. Miracle Power [additive] (In Mechanix illustrated, May 1954, p. 215) Appl. author: Gus H. Bobertz. © 21Apr54; KK97153.

How your dealers can make an extra \$612 net for every 100 cars they service, by Laurel C. Worman. Miracle Power [additive] (In Jobber topics, Feb. 1954, p. 263) Appl. author: Gus H. Bobertz. © 1Feb54; KK95346.

The new AP heavy duty truck muffler has everything you want. (In Commercial car journal, May 1954, p. 136-137) Appl. author: Gus H. Bobertz. © 1May54 (in notice: 1953); KK97150.

Stop valve troubles with Miracle Power [additive] (In the Saturday evening post, May 29, 1954, p. 50) Appl. author: Gus H. Bobertz. © 29May54; KK97492.

This national advertising can mean \$2000 extra per year to you. AP mufflers. (In Motor, Feb. 1954, p. 160-161) Appl. author: Gus H. Bobertz. © 1Feb54; KK94127.

This national advertising can mean \$2,000 extra per year to your

dealers. AP muffler. (In Jobber topics, Feb. 1954, p. 130-131) Appl. author: Gus H. Bobertz. © 1Feb54; KK93932.

Tune up your engine while you drive, with Miracle Power [additive] (In Farm journal, Mar. 1954, p. 85) Appl. author: Gus H. Bobertz. © 15Feb54; KK97486.

Tune up your engine while you drive, with Miracle Power [additive] (In Sports afield, Mar. 1954, p. 6) Appl. author: Gus H. Bobertz. © 24Feb54; KK96159.

ABBOTT LABORATORIES. ©

Bad news for the cocci. Erythrocin with sulfas. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 25Feb54; KK94422.

Diaper rash? Guard baby's skin with Covicone, scientific new skin cream. (Pharmaceuticals) Display poster. Appl. author: John C. Michalek. © 10Mar54; KK94706.

Dishpan hands? Not if you use Covicone, wonderful new protective skin cream. (Pharmaceuticals) Display poster. Appl. author: John C. Michalek. © 10Mar54; KK94707.

Erythrocin Stearate. (Pharmaceutical) Blotter. Appl. author: C. S. Downs.

Apr. 1954. © 25Mar54; KK97676.

June 1954. © 25May54; KK97677.

Erythrocin with sulfas. (Pharmaceutical) Blotter. Appl. author: C. S. Downs.

May 1954. © 26Apr54; KK97634.

July 1954. © 22Jun54; KK97633.

For functional uterine bleeding, Blutene chloride. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 17Nov53; KK93292.

For organisms which resist other antibiotics ... Prescribe Erythrocin. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 10Sep53; KK94703.

For your seborrheic dermatitis patients, prompt relief of itching, effective control of scaling. Selsun. (Pharmaceutical) Appl. author: C. S. Downs. © 5Mar54; KK94628.

Great potency in tiny form. Optilets. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 21Oct53; KK93290.

He's heard the call for Vi-Daylin. Roller coaster scenes (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 23Oct53; KK93291.

Here's what Selsun does to dandruff ... Sulfide suspension. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 10Jul53; KK93286.

He's heard the call for Vi-Daylin. Snow battle scenes (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 19Jan54; KK94704.

It seems hard to believe that so many blood-building & nutritional factors ... Iberol. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 19Mar54; KK94921.

Mr. Cocci meets his match. Erythrocin. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 13Nov53; KK97450.

Mr. Puffer is a vitamin duffer. Dayalets. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 7Dec53; KK93295.

Mrs. Skinner is a vitamin-sinner. Dayalet. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 12Feb54; KK94421.

The new oral therapy for functional uterine bleeding. Blutene chloride. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 30Apr54; KK96248.

No messy ointments, no bedtime rituals with easy to use Selsun sulfide suspension. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 16Sep53; KK93287.

Over fed, never wed ... Prescribe Desoxyn hydrochloride. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 9Oct53; KK93288.

Pelo y su folículo. Selsun. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 22Feb54; KK94154.

Put them all in the picture ... All the patients who represent the uses for short-acting Nembutal. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 2Jun53; KK93285.

Región antecubital izquierda venas y nervios subcutáneos. (Pharmaceuticals) Folder. Appl. author: Thomas S. Bird. © 3Jun54; KK96981.

Still directing the show ... Sulestrex. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 1Apr53; KK93283.

Take your patients from here to here in 4 to 6 weeks with Selsun. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 19Nov53; KK93293.

ABBOTT LABORATORIES. Cont'd.

They'd decorate it all in an hour ... Nembutal. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 27Nov53; KK93294.

When his diet wears thin ... Prescribe Desoxyn hydrochloride. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 24Apr53; KK93284.

When she sees the world like this ... Try prescribing 3 Iberol tablets a day. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 12Oct53; KK93289.

When too many meals look like this ... Sur-Bex. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 27Jan53 (in notice: 1952); KK93831.

You see some of them everywhere. The patients who represent the 44 uses for short-acting Nembutal. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 11Jun54; KK97451.

ACADEMY RECORDS.

Academy [phonograph] records. Label. © J. M. Lindauer & Orville E. Newby, d.b.a. Academy Records; 1Dec53; KK93367.

ACE PAPER COMPANY, INC. ©

Beautiful hosiery made of Du Pont nylon. [No. 666 ballet bouquet] Label. Appl. author: Leo Kleinman. © 25Mar54; KK94667.

ACHESON DISPERSED PIGMENTS COMPANY. ©

The function of carbon black in the protection of exposed polyethylene. Technical bulletin no. 100. Sheet. Appl. author: Raymond Szymanowitz. © 10May54; KK96720.

ACKERMAN, SIMON AND SCHLOSS TRUSTS NO. 1 THRU NO. 6, d.b.a. BARRETT'S. SEE Barrett's.

ACME SUPPLY COMPANY, INC. ©

Sans deodorant is a stainless, crystal clear vanishing liquid ... Hi-Lite shampoo. Sheet. Appl. author: A. L. Nugey. © 29Apr52; KK95388.

ACROMARK COMPANY. ©

Models E and ET wire and tube marking machines, hand operated. Sheet. Appl. author: Harold O. Bates. © 16Apr54; KK95869.

ACTON MANUFACTURING COMPANY, INC. ©

An Acton cooler. The quality gift for Christmas and all the rest of the year. (In the Coca-Cola bottler, Nov. 1953, p. 5) Appl. author: William Herbert McDaniel. © 15Nov53; KK92445.

New cooler eh? (Portable beverage coolers) Folder. Appl. authors: Grant M. Acton & D. Robert Bonebrake. © 26Feb54; KK95242.

The star performer of 1954. (Cooler) (In the Coca-Cola bottler, Apr. 1954, p. 13) Appl. author: William Herbert McDaniel. © 15Apr54; KK95896.

AD SCRIBE.

Get set to stop on a dime. (Automobile service) Card. © R. L. Rainey, d.b.a. Ad Scribe; 21Jun54; KK97597.

It cost less to have it done right. (Automobile service) Card. © R. L. Rainey, d.b.a. Ad Scribe; 21Jun54; KK97596.

Why be a Willie the weaver because of front end trouble? (Automobile service) Card. © R. L. Rainey, d.b.a. Ad Scribe; 21Jun54; KK97598.

ADAMS MANUFACTURING AND SUPPLY COMPANY. ©

Nailettes for glamour. (Decals for nails) Label. Appl. author: J. Verner White. © 26Mar54; KK95671.

ADAMS SERVICE PRODUCTS. ©

Something new for him, a gift that is different. (Necktie cases) Sheet. Appl. author: Charles Adams. © 1Nov53; KK96162.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION. ©

4 out of 101 ways to mechanize business writing with Addressograph methods. (Office equipment) (In Time, Mar. 1, 1954, p. 79) Appl. author: Charles Farran. © 25Feb54; KK94775.

Introducing a new, low-cost certified Multilith Master for short-run duplicating. (Office equipment) (In Offset duplicator review, Feb. 1954, p. 28-29) Appl. author: Charles Farran. © 15Feb54; KK94327.

An invitation to the man who wants to cut costs. (Office equipment) (In Business week, Jan. 9, 1954, p. 105) Appl. author: Charles Farran. © 9Jan54; KK93331.

It performs paperwork magic. (Office equipment) (In Time, May 10, 1954, p. 101) Appl. author: Charles Farran. © 6May54; KK96488.

A modern production station for better duplicating results. Multilith model 81 ... (Office equipment) (In Offset duplicator review, Jan. 1954, p. 24-25) Appl. author: Charles Farran. © 15Jan54; KK93783.

6 examples of how Addressograph plates think for you as well as write. (Office equipment) (In American business, June 1954, p. 1) Appl. author: Charles Farran. © 10Jun54; KK97561.

This is the story of Multilith testing, that guarantees consistent quality results from certified Multilith [office] supplies. (In Offset duplicator review, May 1954, p. 26-27) Appl. author: Charles Farran. © 15May54; KK96647.

20 items in only 5 square inches. (Office equipment) (In Time, Jan. 11, 1954, p. 81) Appl. author: Charles Farran. © 7Jan54; KK93330.

What every operator should know about Multilith certified products. (In Offset duplicator review, Dec. 1953, p. 22-23) Appl. author: Charles Farran. © 15Dec53; KK92333.

ADELSON, CHARLES R., J. L. ADELSON, R. H. ADELSON AND CHARLES R. ADELSON, AS TRUSTEE FOR HIS DAUGHTER E. S. SHAPER, composing the firm DELSON CANDY COMPANY. SEE Delson Candy Company.

ADELSON, J. L., CHARLES R. ADELSON, R. H. ADELSON AND CHARLES R. ADELSON, AS TRUSTEE FOR HIS DAUGHTER E. S. SHAPER, composing the firm DELSON CANDY COMPANY. SEE Delson Candy Company.

ADELSON, R. H., CHARLES R. ADELSON, J. L. ADELSON AND CHARLES R. ADELSON, AS TRUSTEE FOR HIS DAUGHTER E. S. SHAPER, composing the firm DELSON CANDY COMPANY. SEE Delson Candy Company.

ADHESA-PLATE MANUFACTURING COMPANY. © Here's how to put on and keep on an Adhesa [marking] plate. Folder. Appl. author: Henry A. Thomas. © 10Sep53; KK93939.

ADLER, ALBERT, t.a. ADMARK. SEE Admark.

ADMARK.

Admark window display stops traffic, sells jewelry. Sheet. © Albert Adler, t.a. Admark; 2Apr54; KK96372.

Genuine Queen of the Nile Scarab jewelry, as worn by Lori Nelson ... Laminated display board. © Albert Adler, t.a. Admark; 22Oct53; KK93354.

Selections from America's finest line of Scarab jewelry, identification bracelets, money clips. 1953-54 catalog. 20 p. © Albert Adler, t.a. Admark; 16Jul53; KK92588.

ADVANCE LITHOGRAPHING COMPANY. ©

For only 5¢ a month ... Ford dealer travel calendar. Folder. Appl. author: Robert K. Mielenz. © 15Feb54; KK93718.

ADVANCE MOLDING CORPORATION. ©

Assembly instructions for scale model Jaguar XK 120. (Toy) Sheet. Appl. author: Sidney Lewis. © 25Mar54; KK96349.

ADVERTISING ASSOCIATES, INC. ©

Look inside for your free gift reward. May belongs to Kay, the savings belong to you. (Jewelry & related items) Folder. © 12Apr54; KK96179.

The perfect marriage should begin with a perfect diamond. The center diamond of every Eternally Yours engagement ring ... (In Modern screen, Jan. 1954, p. 65) © 10Dec53; KK94826.

The perfect marriage should begin with a perfect diamond. Eternally Yours. For diamond perfection, that seal is your protection. (In Look, Dec. 15, 1953, p. 157) © 1Dec53; KK94828.

The perfect marriage should begin with a perfect diamond. Eternally Yours. The center diamond of every engagement ring ... (In Glamour, Dec. 1953, p. 120) © 22Nov53; KK94829.

Santa's here with a wonderful free gift for preferred customers. Appl. title: Kay Jewelers' Christmas gift folder, Nov. 1953. (Jewelry & related items) Folder. © 15Oct53; KK94827.

AIRBORNE ACCESSORIES CORPORATION. ©

Electro-mechanical equipment for aircraft. 8 p. Appl. author: W. R. Hopkins. © 6Jan54; KK95607.

In Houston Larry Isaacson says, this rugged ANGLgear is fast growing in popularity. (In Industrial distribution, Apr. 1952, p. 162) © 1Apr52; KK93493.

AIRCRAFT AND AUTOMOTIVE PARTS DISTRIBUTORS. ©

Are your tires slap-happy? Tires trued the Tru-O-Matic way ... Sheet. Appl. author: Cecil E. Center. © 18Dec53; KK92423.

AIRCRAFT-MARINE PRODUCTS, INC. ©

AMP double action hand tools. Instruction sheet no. IS-1552. Appl. author: Jean C. Esh. © 15Dec53; KK92973.

AMP double action hand tools. Instruction sheet no. IS-1553. Appl. author: Jean C. Esh. © 15Dec53; KK92974.

AMP double action hand tools. Instruction sheet no. IS-1554. Appl. author: Jean C. Esh. © 15Dec53; KK92927.

Crimping head 69060 for AMP Dyna-Crimp tool. [Instruction sheet no.] IS-1563. Appl. author: Jean C. Esh. © 30Dec53; KK93386.

- AIR-SHIELDS, INC. ©**
The Rockette. (Oscillating bassinet) Folder. Appl. author: Lee Ramsdell & Co., inc. © 6May53; KK96297.
To help save tiny lives. The Isolette, the air-conditioned infant incubator. Folder. Appl. author: Lee Ramsdell & Co., inc. © 7Apr53; KK95165.
The Vapolette, supersaturation attachment ... within the Isolette infant incubator. Sheet. Appl. author: Molly Goodell Armstrong. © 20Apr54; KK97546.
- AIRTRON, INC. ©**
Directional couplers. Technical bulletin T-2400. Folder. Appl. author: Wehner Advertising Agency. © 15Jun54; KK97415.
- ALBERTA'S CERAMIC STUDIO.**
[Mold catalog, pages 33-34] Sheet. © Alberta's Ceramic Studio, Charles E. Gaskell & Alberta S. Gaskell, co-owners; 9Feb54; KK93520.
[Mold catalog, pages 35-36] Sheet. © Alberta's Ceramic Studio, Charles E. Gaskell & Alberta S. Gaskell, co-owners; 9Feb54; KK93519.
- ALBIN, CHARLES H. AND JULE R. VON STERNBERG,** a copartnership of SHOW-HOUSE. SEE Show-House.
- ALBRECHT, WENZEL ANTON. ©**
The [toy] fiddle with a fish line string and a clothes line bow. Label. © 11Jun54; KK97336.
- ALCONOX, INC. ©**
The master cleaner. Alconox wetting agent. Net weight 3 lbs. (Detergent) Label. © 10Feb54; KK95122.
- ALDAN RUBBER COMPANY. ©**
Aldanack. Folder.
v. 15, no. 12. © 11Dec53; KK92675.
v. 16, no. 1. © 20Jan54; KK93448.
v. 16, no. 2. © 19Feb54; KK94314.
v. 16, no. 3. © 13Mar54; KK95212.
v. 16, no. 4. © 13Apr54; KK96261.
v. 16, no. 5. © 10May54; KK97084.
- ALEXANDER, EDWIN J. ©**
Savings and loan accounting forms for pen entry and machine posting. Calendar. Appl. title: Boy in window. © 20Dec53; KK93368.
- ALFIERI, ROMEO,** sole owner BURNER MAID PRODUCTS COMPANY. SEE Burner Maid Products Company.
- ALL-JERSEY MILK PRODUCTS OF CALIFORNIA, INC. ©**
All-Jersey milk, extra delicious any time, extra nutritious all the time. (In Chowchilla news, Chowchilla, Calif., June 10, 1954, p. 3-A) Appl. author: Beaumont & Hohman, inc. © 10Jun54; KK97381.
Milk bargain. Delicious All-Jersey milk provides more vital food elements, at no extra cost. (In Stockton record, Stockton, Calif., Feb. 12, 1954, p. 12) Appl. author: Beaumont & Hohman, inc. © 12Feb54; KK93840.
Milk is your best buy in food, All-Jersey is your best buy in milk. (In Chowchilla news, Chowchilla, Calif., June 3, 1954, p. 4-A) Appl. author: Beaumont & Hohman, inc. © 3Jun54; KK97382.
Now for 1st time, families in Stockton area can enjoy All-Jersey queen of quality milk. (In Stockton record, Stockton, Calif., Jan. 21, 1954, p. 8) Appl. author: Beaumont & Hohman, inc. © 21Jan54; KK93087.
- Shopping list.** All-Jersey milk costs no more. (In Chico enterprise-record, Apr. 8, 1954, p. 8) Appl. author: Beaumont & Hohman, inc. © 8Apr54; KK95544.
Thank you mothers of Stockton. (In Stockton record, Stockton, Calif., Feb. 2, 1954, p. 10) Appl. author: Beaumont & Hohman, inc. © 2Feb54; KK93402.
- ALL-POWER MANUFACTURING COMPANY. ©**
Drip Proof sink strainer. Beautyflex. Label. Appl. author: Mori Ovsey. © 1Apr54 (in notice: 1953); KK95809.
Non-breakable, All-Power salad and all purpose utility bowl. Label. Appl. author: Mori Ovsey. © 1Jun53; KK95808.
- ALLEN (MARK) COMPANY. ©**
Make with a TV smile. New Kontrol dental stain remover. (In Oregon daily journal, v. 53, no. 83, p. 3) Appl. author: Arthur Meyerhoff & Co. © 14Jun54; KK97621.
- ALLEN, ROY J. ©**
Cooking wine. After opening, store in refrigerator. Label. © 11Jan54; KK95112.
Cooking wine makes good meats better, makes tough meats tender. California table wine. Label. © 11Jan54; KK94353.
- ALLIED CONTROL COMPANY, INC. ©**
New 50G sub-miniature relays. Bulletin 1002. Folder. Appl. author: William A. Cather, III. © 26Apr54; KK95588.
- ALLIED LITHO SUPPLY COMPANY.**
An investment in increased production, better printing. Also ball bearing form ink and form water rolls. Give them a whirl. (Printing machine rollers) Label. © Benjamin Ebersole, d.b.a. Allied Litho Supply Co.; 8Mar54; KK95402.
An investment in increased production, better printing. Also ball bearing form ink and form water rolls. No image slur. (Printing machine rollers) Label. © Benjamin Ebersole, d.b.a. Allied Litho Supply Co.; 8Mar54; KK95403.
An investment in increased production, better printing. Also oversized distribution and ductor rolls. (Printing machine rollers) Label. © Benjamin Ebersole, d.b.a. Allied Litho Supply Co.; 8Mar54; KK95404.
- ALLIED WESTERN.**
Gadgetland. (Kitchen & bar accessories) 26 p. © Allied Western Distributors, inc., d.b.a. Allied Western; 2Nov53; KK92362.
Gifts 'n gadgets. (Kitchen & bar accessories) 18 p. © Allied Western Distributors, inc., d.b.a. Allied Western; 2Nov53; KK92363.
Here's cheer. Dohrmann's. (Kitchen & bar accessories) 16 p. © Allied Western Distributors, inc., d.b.a. Allied Western; 15Nov53; KK92440.
- ALLIED WESTERN DISTRIBUTORS, INC.,** d.b.a. ALLIED WESTERN. SEE Allied Western.
- ALLSTATE INSURANCE COMPANY. ©**
Death goes to a matinee. Everything went wrong with Sue Young's schedule that morning. (In the Saturday evening post, June 26, 1954, p. 88) © 23Jun54; KK97641.
- Emergency exit. Worry and fear showed in Joe Conklin's face when he raced from his office. (Auto insurance) (In the Saturday evening post, Apr. 3, 1954, p. 86) © 31Mar54; KK95147.
Fatal case of spring fever. Fred Bennett never felt better in his life ... (In the Saturday evening post, May 1, 1954, p. 98) © 28Apr54; KK95630.
Monotony can be deadly. Dave Gleason wasn't a speed demon. (In the Saturday evening post, May 22, 1954, p. 128) © 19May54; KK96433.
Whatever happens, you're in good hands with Allstate auto insurance. [Cars under bridge] (In the Saturday evening post, May 22, 1954, p. 129) © 19May54; KK96432.
Whatever happens, you're in good hands with Allstate auto insurance. [Country club scene] (In the Saturday evening post, May 1, 1954, p. 99) © 28Apr54; KK95629.
Whatever happens, you're in good hands with Allstate auto insurance. [Outside view of hospital] (In the Saturday evening post, Apr. 3, 1954, p. 87) © 31Mar54; KK95146.
Whatever happens, you're in good hands with Allstate auto insurance. [Street scene; theatre] (In the Saturday evening post, June 26, 1954, p. 89) © 23Jun54; KK97642.
- ALLYN, ALVIN L., d.b.a. SHARK CHASER CHEMICALS COMPANY.** SEE Shark Chaser Chemicals Company.
- ALMAY DIVISION of SCHIEFFELIN AND COMPANY, INC.** SEE Schieffelin and Company, inc.
- ALTHEIMER AND BAER, INC. ©**
All-steel, 3 1/4 foot capacity rubber tire wheelbarrow. (In the Birmingham news, Birmingham, Ala., Feb. 28, 1954) © 28Feb54; KK94374.
All-Timer new AC DC electric-portable-rotary-3 in 1 power saw-bench and carrying case. (In the Daily advance, Lynchburg, Va., Feb. 5, 1954, p. 16) © 5Feb54; KK95449.
Dinnerware for 8 plus aluminum cookware. All-Timer. (In Buffalo courier-express pictorial, Feb. 7, 1954, p. 31) © 7Feb54; KK95451.
Dormey, America's greatest mixer value. Dormeyer portable mixer, plus \$7.95 Sheffield steel 3 pc. carving set. (In the Muskegon chronicle, Muskegon, Mich., Mar. 4, 1954, p. 25) © 4Mar54; KK95440.
Enjoy quick, tasty, economical meals with this Dormeyer Fri-Maid automatic-electric deep fryer. (In the Muskegon chronicle, Muskegon, Mich., Dec. 15, 1953, p. 4) © 15Dec53; KK95453.
15 piece triple thick waterless Guild copper covered aluminum cookware. (In the Gastonia gazette, Gastonia, N. C., Feb. 17, 1954, p. 8) © 17Feb54; KK94714.
First time, nationally advertised Welch shoulder-shopping-collapsible [baby] stroller. (In the Hammond times, Hammond, Ind., Feb. 26, 1954, p. 11) © 26Feb54; KK94713.
45 piece home workshop. All-Timer. (Tools) (In the Current-argus, Carlsbad, N. M., Mar. 16, 1954, p. 7) © 16Mar54; KK95442.
4 Chathan Huron Bay blankets. (In the Alliance review, Alliance, Ohio, Feb. 1, 1954, p. 13) © 1Feb54; KK95450.

ALTHEIMER AND BAER, INC. Cont'd.
Look what you get for \$1.00 down.
Power tool, heavy duty saw, socket wrench set. All-Timer. (In Adrian daily telegram, Adrian, Mich., Mar. 25, 1954, p. 12) © 25Mar54; KK95444.
9 x 12 foot nylon face rug. All-Timer. (In the Jackson citizen patriot, Jackson, Mich., Feb. 18, 1954, p. 16) © 18Feb54; KK94373.
30 piece AC-DC electric power tool and heavy duty detachable saw. All-Timer. (In the Sioux City journal-tribune, Sioux City, Iowa, Mar. 18, 1954, p. 7) © 18Mar54; KK95445.
3 piece All-Timer quality matched luggage. (In the Indianapolis star magazine, Jan. 10, 1954, p. 21) © 10Jan54; KK95452.
2 fishing outfits, 314 pieces. All-Timer. (In the Florence times, Florence, Ala., Mar. 14, 1954, p. 8) © 14Mar54; KK95441.
2 inch top steel gym set. All-Timer. (In the Fort Dodge messenger and chronicle, Fort Dodge, Iowa, Mar. 11, 1954, p. 19) © 11Mar54; KK95443.
Wen electric sander & polisher. (In the Shreveport times, Shreveport, La., Feb. 7, 1954, p. 10-A) © 7Feb54; KK95454.

ALTMAN (B.) AND COMPANY. ©
A very sound, completely beautiful way to dress. Our new Basic dress for spring 1954. (In the New York times, Jan. 24, 1954, p. 9) © 24Jan54; KK93189.

ALTNOW, GEORGE GUSTAV.
Pacific Wire-Grams. SEE Pacific Wire Works Company.

ALUMINUM COMPANY OF AMERICA. ©
Boosts yield 6 to 1 with portable irrigation. Alcoa. (Farm irrigation pipe) (In Florida grower & rancher, Apr. 1954, p. 27) Appl. author: Ross B. Whidden. © 1Apr54; KK95262.
Florida vegetable grower uses sprinkler irrigation, ups value of crop 100 o/o. Alcoa. (Farm irrigation pipe) (In Florida grower and rancher, Mar. 1954, p. 26) Appl. author: Ross B. Whidden. © 1Mar54; KK94359.
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pipe) (In Western farm life, May 15, 1954, p. 3) Appl. author: Ross B. Whidden. © 15May54; KK96498.

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ALUMINUM COOKING UTENSIL COMPANY. ©
Presenting America's newest and most exciting cooking utensils. Hallite, by Wear-Ever. (In Ladies' home journal, Nov. 1953, p. 40) Appl. author: Fuller & Smith & Ross. © 28Oct53; KK95805.
You can't beat coffee made this way. Wear-Ever aluminum coffee makers. (In Woman's day, Oct. 1953, p. 143) Appl. author: Fuller & Smith & Ross. © 9Sep53; KK95804.

AMANA REFRIGERATION, INC. ©
The foundation of any food plan is the freezer. Be sure your freezer is the Amana upright food freezer. (In Sunset, Sept. 1952, p. 94-95) © 27Aug52; KK94135.
Here's why the Amana food freezer is best. © 2Mar53; KK96650.

AMARNA.
Amarna Hebrew jewelry, beautifully wrought gold plated and rhodium finish. Sheet. © Max W. Lawskey, d.b.a. Amarna; 1Dec53; KK93377.

AMERICAN ASSOCIATION OF INDUSTRIAL EDITORS. ©
All about industrial editing. New back cover series. Pamphlet. Appl. authors: Ellen W. Van Dusen & Willis L. Peck. © 16Dec53; KK93371.

AMERICAN BAKERIES COMPANY. ©
Merita, newest in the world, thin sliced enriched bread. Net weight 1 lb. Label. © 4Mar54; KK96171.

AMERICAN BAKERS ASSOCIATION. ©
Do your pupils know the truth about bread? (In Scholastic teacher magazine, Dec. 2, 1953, p. 2 of cover) Appl. author: James J. Drain. © 2Dec53; KK92626.
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AMERICAN BRAKE SHOE COMPANY. ©
Look mister, no rivets, this new kind of brake job lasts 1/3 longer. American Brakeblok [brake lining] (In the Saturday evening post, May 1, 1954, p. 93) Appl. author: Edwin J. Howe. © 28Apr54; KK96257.
Look mister, no rivets, this new kind of brake job lasts 1/3 longer. For a safe Fourth, drive a safe car. American Brakeblok cbrake lining. (In the Saturday evening post, June 26, 1954, p. 84) Appl. author: Edwin J. Howe. © 23Jun54; KK97648.
New proving ground on wheels. American Brakeblok, America's safety brake lining. (In Automotive in-

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New type brake reline lasts 1/3 longer, no rivets. American Brakeblok. (In Farm journal, May 1954, p. 68) Appl. author: Edwin J. Howe. © 12Apr54; KK95666.

Put this page from the Post to work selling for you. American Brakeblok, America's safety brake lining. (In Brake and front end service, Apr. 1954, p. 49) Appl. author: Edwin J. Howe. © 1Apr54; KK95878.

Rivets? Not on these brake shoes. They'll last 1/3 longer too. American Brakeblok [brake lining] (In the Saturday evening post, May 22, 1954, p. 178) Appl. author: Edwin J. Howe. © 19May54; KK97339.

This new type brake reline lasts 1/3 longer, no rivets. American Brakeblok. (In Farm journal, June 1954, p. 44) Appl. author: Edwin J. Howe. © 17May54; KK96670.

To get there, they drive. American Brakeblok, America's safety brake lining. (In Jobber topics, May 1954, p. 174-175) Appl. author: Edwin J. Howe. © 15May54; KK96671.

We've put your picture in the Saturday evening post. American Brakeblok, America's safety brake lining. (In Motor, Mar. 1954, p. 88-89) Appl. author: Edwin J. Howe. © 15Mar54; KK95987.

AMERICAN BREEDERS SERVICE. ©
And their faith was in us, and they prospered. (Artificial breeding) (In Western dairy journal, Jan. 1, 1954, p. 55) Appl. author: Ruthrauff & Ryan, inc. © 1Jan54 (in notice: 1953); KK94250.

It's up 50. When 22 DHIA dairymen switched to ABS sires, butterfat production went up 50 lbs. per cow. (Artificial breeding) (In Wisconsin agriculturist and farmer, Mar. 6, 1954, p. 13) Appl. author: Ruthrauff & Ryan, inc. © 6Mar54; KK96442.

No bull on my farm. (Artificial breeding) (In Western dairy journal, Apr. 1, 1954, p. 79) Appl. author: Ruthrauff & Ryan, inc. © 1Apr54; KK95656.

Now I'm using A B S sires exclusively, my milk production increased 13,000 pounds. [Endorsed by] Orville Ingebritson. (Artificial breeding) (In the Farmer, Nov. 7, 1953, p. 25) Appl. author: Ruthrauff & Ryan, inc. © 7Nov53; KK93825.

Seldom happens, never should. Let the miracle of artificial breeding ... For service on your farm ask your operator ... cSmall girl being chased by bulls (In Wisconsin agriculturist & farmer, Jan. 2, 1954, p. 11) Appl. author: Ruthrauff & Ryan, inc. © 2Jan54 (in notice: 1953); KK93869.

Seldom happens, never should. Let the miracle of artificial breeding ... For service on your farm call or write ... cSmall girl being chased by bulls (In Western dairy journal, Feb. 1, 1954, p. 71) Appl. author: Ruthrauff & Ryan, inc. © 1Feb54; KK94251.

So I'm crazy? I'm using a better sire and it costs me less money. (In Wisconsin agriculturist and farmer, Dec. 5, 1953, p. 11) Appl. author: Ruthrauff & Ryan, inc. © 5Dec53; KK93559.

When? It is just a matter of time before you come to artificial breeding. For service on your farm call or write. (In Western

dairy journal, May 1, 1954, p. 55)
Appl. author: Ruthrauff & Ryan,
inc. © 1May54; KK97393.

When? It is just a matter of time
before you come to artificial
breeding. For service on your
farm, phone ... (In Wisconsin
agriculturist and farmer, Apr. 3,
1954, p. 17) Appl. author: Ruth-
rauff & Ryan, inc. © 3Apr54;
KK95657.

Which bull stud? When you choose,
remember this, ABS raises produc-
tion twice as much as competitors.
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sin agriculturist and farmer, May
1, 1954, p. 11) Appl. author:
Ruthrauff & Ryan, inc. © 1May54;
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Will he spread disease? (Artificial
breeding) (In Western dairy jour-
nal, Mar. 1, 1954, p. 71) Appl.
author: Ruthrauff & Ryan, inc.
© 1Mar54; KK95687.

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breeding) (In Wisconsin agricul-
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p. 9) Appl. author: Ruthrauff &
Ryan, inc. © 6Feb54; KK94852.

AMERICAN CAST PRODUCTS, INC. ©
Producers of Amercast iron castings
in these grades: Ductile iron ...
Folder. © 16Feb54; KK94474.

AMERICAN CEMENT PRODUCTS, INC. ©
Hill-Stone, custom tailored for your
property. Bulletin S-301. Fold-
er. Appl. author: John Van Wart.
© 24Jun54; KK97681.

New beauty for your home at a new
low cost. Quikbrik. Bulletin
AMC-101. Folder. Appl. author:
John Van Wart. © 1May54; KK96457.

AMERICAN CIGARETTE AND CIGAR COMPANY,
INC. ©
Let your throat enjoy smooth smoking.
There is no substitute for Pall
Mall. cFootball scenes (In Look,
Nov. 3, 1953, p. 64.) Appl. au-
thor: Sullivan, Stauffer, Colwell
& Bayles, inc. © 3Nov53; KK92661.
Let your throat enjoy smooth smoking.
There is no substitute for Pall
Mall. [Horseback riding scene]
(In Look, Dec. 1, 1953, p. 53)
Appl. author: Sullivan, Stauffer,
Colwell & Bayles, inc. © 1Dec53;
KK92662.

AMERICAN DAIRIES, INC. ©
Made the old-fashioned way, Triple-
Dipt taste-a-soda, made with three
dips of Tastemark ice cream. La-
bel. © 23Mar54; KK94661.

AMERICAN EXTRUDED PRODUCTS COMPANY. ©
Ameppo Pro-Mo plastic garden hose.
5 year guarantee. [Return tag]
Label. © 23Sep53; KK94347.

Ameppo Realite [plastic] garden hose
is guaranteed for 8 years. Label.
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12 year guarantee. Ameppo Realite,
America's finest plastic garden
hose. [Return tag] Label.
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The only squeaks left in this car
are in this envelope. Not a chirp
in a chassis. (Lubricants)
© 1Jan39; KK95634.

AMERICAN KITCHENS DIVISION, AVCO
MANUFACTURING CORPORATION. SEE
Avco Manufacturing Corporation.

AMERICAN LEGION. ©
American Legion Auxiliary emblem.
[Order blank & regulations] (Mem-
bership pins) Sheet. Appl. au-
thor: C. A. Morris. © 1Apr54;
KK95085.

American Legion emblem catalog,
1954. (Official Legion & Auxil-

iary merchandise) 95 p. Appl.
author: C. A. Morris. © 17Mar54;
KK94834.

For Memorial Day. (Flags, clothing
& insignia) Folder. Appl. au-
thor: C. A. Morris. © 2Apr54;
KK95359.

Official shirts and ties, membership
buttons. Order blank. Sheet.
Appl. author: C. A. Morris.
© 26Mar54; KK94881.

Order blank for athletic equipment
and sportswear. Sheet. Appl.
author: C. A. Morris. © 1Apr54;
KK95084.

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plies. Sheet. Appl. author:
C. A. Morris. © 1Apr54; KK95083.

Uniforms for Junior baseball teams,
Legion softball teams. Folder.
Appl. author: C. A. Morris.
© 8Apr54; KK95278.

AMERICAN LIQUID GAS CORPORATION. ©
LP-Gas, the modern fuel, brings you
these money-saving advantages.
Folder. © 1Jan54; KK96291.

AMERICAN LITHOGRAPH COMPANY. ©
Vodka. [Outline type, with crown
& six 5-pointed stars at top of
full-fringed drape border] Label.
Appl. author: Martin Zellers.
© 20Apr54; KK96880.

Vodka. [Reverse lettering with
crown, pine-cones & tasseled
drapery border] Label. Appl. au-
thor: Martin Zellers. © 20Apr54;
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AMERICAN MACHINE AND FOUNDRY COM-
PANY. ©
Precision built Silver-Zinc batter-
ies. Folder. © 19Mar54;
KK94788.

AMERICAN METER COMPANY, INC. ©
City type gas service for you.
Folder. Appl. author: Dale N.
Harris. © 1Mar54; KK95742.

AMERICAN OPTICAL COMPANY. ©
Everyone favoring repeal of this
triple taxation, say eye protec-
tion. (Safety products) (In
Business week, Apr. 17, 1954, p.
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Keller. © 17Apr54; KK95648.
Eye patch reminder: Workers' eyes
are still costly on the commodity
price index this year. (Safety
products) (In Business week, Feb.
20, 1954, p. 16) Appl. author:
Frank L. Keller. © 20Feb54;
KK95646.

We've been saying eye accidents cost
more than \$5.00, here's one that
cost \$12,000. (Safety products)
(In Business week, Mar. 20, 1954,
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more than \$5.00 per worker, here's
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Why get burned up? Wear your safety
clothing. Sheet. © 15Dec53;
KK92608.

AMERICAN OSSACRYL COMPANY. ©
Endo-protheses and instruments for
femur and humerus. 12 p. Appl.
author: Max Rosenstein.
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AMERICAN PLASTIC FABRICATORS. ©
New [children's rest] pads and
cushions, by Aztec. Folder.
© 12Jan54; KK92784.

AMERICAN ROAD EQUIPMENT COMPANY. ©
American Util-A-Lift solves heavy
material handling problems.
Sheet. Appl. author: Wm. C.
Ramsey. © 18Jun54; KK97557.

The 4-way moving picture features
faster, safer, easier, better
pushing, stacking, loading, lift-
ing. (Farm hydraulic loader)
Folder. Appl. author: Wm. C.
Ramsey. © 25Jun54; KK97635.

AMERICAN SANITARY MANUFACTURING COM-
PANY. ©

Now, Con-X-All fittings for every
plastic pipe connection. (In
Domestic engineering, Jan. 1954,
p. 111) © 5Jan54; KK92653.

AMERICAN STERILIZER COMPANY. ©

American dual video light. Model
DV-22R. Folder. Appl. author:
Ralph Schlosser. © 24May54;
KK96901.

AMERICAN TOBACCO COMPANY. ©

The battle against black shank. (In
the Kentucky farmer, Mar. 1954, p.
7) Appl. author: Carl Camenisch
Advertising, inc. © 1Mar54;
KK94388.

Chemicals can protect flue-cured to-
bacco. (In the Southern planter,
May 1954, p. 6) Appl. author:
Carl Camenisch Advertising, inc.
© 1May54; KK96648.

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thor: Carl Camenisch Advertising,
inc. © 1Feb54; KK93639.

A definite cultivating plan helps
make quality Burley. (In the
Kentucky farmer, June 1954, p. 3)
Appl. author: Carl Camenisch Ad-
vertising, inc. © 1Jun54;
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Discriminating people prefer Herbert
Tareyton with the genuine cork tip
to protect the lips. [Endorsed
by] Mr. Donald L. Symington. (In
Woman's day, July 1954, p. 21)
Appl. author: The M. H. Hackett
Co. © 24Jun54; KK97716.

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Tareyton with the genuine cork tip
to protect the lips. [Endorsed by]
J. Bond Rogers. (In Woman's day,
Feb. 1954, p. 25) Appl. author:
The M. H. Hackett Co. © 28Jan54;
KK93017.

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Tareyton with the genuine cork tip
to protect the lips. [Endorsed
by] Jody Rutherford. (In Glamour,
May 1954, p. 73) Appl. author:
The M. H. Hackett Co. © 22Apr54;
KK97083.

Discriminating people prefer Herbert
Tareyton with the genuine cork tip
to protect the lips. [Endorsed
by] Mr. and Mrs. James C. Punder-
ford, Jr. (In Mademoiselle, Mar.
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M. H. Hackett Co. © 28Feb54;
KK95953.

Discriminating people prefer Herbert
Tareyton with the genuine cork tip
to protect the lips. [Endorsed
by] Mrs. Casper Henry Citron. (In
Town journal, May 1954, p. 43)
Appl. author: The M. H. Hackett
Co. © 20Apr54; KK95955.

Discriminating people prefer Herbert
Tareyton with the genuine cork tip
to protect the lips. [Endorsed
by] Mrs. Charles Amory. (In Town
journal) Appl. author: The M. H.
Hackett Co. © 22Feb54; KK95338.

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Tareyton with the genuine cork tip
to protect the lips. [Endorsed
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Mademoiselle, Jan. 1954, p. 48)
Appl. author: The M. H. Hackett
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Tareyton with the genuine cork tip
to protect the lips. [Endorsed

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It's all a matter of taste. Athletes and cigarettes, by Jesse Owens, world-famous Olympic track star. Lucky Strike. (In the Baltimore Afro-American, Jan. 26, 1954, p. 5) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 26Jan54; KK97212.
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It's all a matter of taste. My luckiest shot in golf, by Lew Worsham. Lucky Strike. (In New York Journal-American, Sept. 15, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Sep53; KK92456.
It's all a matter of taste. Private life of a public official, by William T. Andrews, former New York State legislator. Lucky Strike. (In the Baltimore Afro-American, Nov. 17, 1953, p. 5) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 17Nov53; KK97213.
It's all a matter of taste. They'll say I'm crazy, says Richmond Batheé, world famous sculptor. Lucky Strike. (In the Baltimore Afro-American, Oct. 20, 1953, p. 5) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Oct53; KK97211.
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Soil fumigation may help flue-cured growers. (In the Southern planter, Mar. 1954, p. 11) Appl. author: Carl Camenisch Advertising, inc. © 1Mar54; KK94567.
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AMERICAN WOOD WINDOW INSTITUTE, INC. ©
The AWWI metal seal above assures that this wood window unit meets or exceeds the requirements of commercial standard ... Label. Appl. author: Erle Racey & Associates. © 1Feb54; KK93531.
AMFIT COMPANY. ©
Amfit, the new improved Korean type-

writer. Sheet. Appl. author: Nathan Morris. © 10Jun54; KK97065.

ANAHIST COMPANY, INC. ©
Cold sufferers, only Super Anahist tablets; relieves sneezing, headache, fever ... (In the Times record, Troy, N. Y., Jan. 12, 1954, p. 5) Appl. author: Ted Bates & Co. © 12Jan54; KK92917.

ANCHOR COUPLING COMPANY, INC. ©
Anchor reusable couplings, hose, adapters and related fittings. Catalog 54R. 11 p. Appl. author: John David Luebke. © 20Nov53; KK93369.

ANCIENT AGE DISTILLING COMPANY. ©
Ancient Age, the time-honored bourbon, unchanged in a changing world. (In House beautiful, July 1954, p. 36) Appl. author: William H. Weintraub & Co., inc. © 18Jun54; KK97456.

Proclamation. Get the wonderful news about Ancient Age, the time-honored bourbon. (In Idaho State Journal) Appl. author: Wm. H. Weintraub Co., inc. © Schenley Distillers, inc., d.b.a. Ancient Age Distilling Co.; 10May54; KK96833.

ANDERSON, CHARLES EVERT. ©
This card saves you money. Genuine Household Institute thick, solid cast aluminum waterless cookware. © 19Feb54; KK94865.

ANDERSON, JACK. ©
New fire alarm system invented. (In Salesman's opportunity, Mar. 1954, p. 68) © 1Mar54; KK93934.

ANDERSON COMPANY. ©
Easy way to put on Anco Big-Shot windshield washer. Form 04-0368. Sheet. © 22Mar54; KK94789.
Guess which has a windshield washer? Anco Big-Shot. Form 04-0363. Folder. © 22Mar54; KK94791.
Here's how you get your rich new Anco prizes and profits. Form 04-0375. (Windshield wiper-blades) Folder. © 26Apr54; KK96677.
Mr. Distributor's salesman: Now Anco series A dealer prizes free to you, for Anco pay-raiser merits. Form 04-0381. (Windshield wiper blades) Sheet. © 24May54; KK96676.
Supplemental check sheet for Anco Maxi-Vac wiper motors. Form 04-0379. (Windshield wiper blades) Sheet. © 5May54; KK96675.
Wanted by millions of car owners. Anco Big-Shot windshield washer. Form 04-0372. Sheet. © 16Mar54; KK94790.

ANDREWS (A. M.) COMPANY. ©
Andrews, the original 2-tube plastic hose sprinkler. Sheet. © 31Dec53; KK93197.

The finest on earth. Andrews, the original 2-tube plastic hose sprinkler. [Decal] Sheet. © 29Mar54; KK95205.

Instructions for assembling the Andrews reel. (Reel for plastic hose sprinkler) Sheet. © 15Apr54; KK95387.

Now, a handy low-cost reel for the Andrews plastic hose sprinkler. Catalog sheet. © 31Mar54; KK95206.

Sprinkles around curves, over uneven ground. Andrews, the original 2-tube plastic hose sprinkler. Label. © 4Jan54 (in notice: 1953); KK93196.

ANGLE, PAUL M.
B. Franklin. SEE Kingsport Press, inc.
Benjamin Harris. SEE Kingsport Press, inc.

Edward Bellamy. SEE Kingsport Press, inc.
Horatio Alger, Jr. SEE Kingsport Press, inc.
Thomas Paine. SEE Kingsport Press, inc.
U. Sinclair. SEE Kingsport Press, inc.

ANIMAL TRAP COMPANY OF AMERICA. ©
Bring 'em down with Victor decoys and accessories. Folder. Appl. author: Foltz-Wessinger, inc. © 19May54; KK96606.

ANTIOCH CHEMICAL COMPANY. ©
Liquitile, a fluid ceramic-like tile. (Coating composition) Label. Appl. author: I. V. Volper. © 12Feb54; KK94879.

ANTI-HYDRO WATERPROOFING COMPANY. ©
Anti-Hydro keeps water out. Folder. Appl. author: Mortimer W. Meyer. © 14Aug53; KK92972.
Stop water with Anti-Hydro Hot Plug. Sheet. Appl. author: Mortimer W. Meyer. © 15Feb54; KK94252.

ANTLE (L. L.) AND COMPANY, INC. ©
Anco GC grease cleaner, for deep fat fryers and grills. Label. Appl. author: William Fate Owens. © 5Mar54; KK94578.

Anco 10 meat tenderizer, makes all tough meat tender and juicy in a natural way. Label. Appl. author: William Fate Owens. © 5Mar54; KK94577.

Anco-X anti-oxidant, it's original. Net contents 150 grams. (Chemical) Label. Appl. author: William Fate Owens. © 5Mar54; KK94576.

Anco-X stops foaming, extends oil life and cuts fry costs 11 new ways. (Anti-oxidant solution) Sheet. Appl. author: William F. Owens. © 19Mar54; KK95113.
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APEX ELECTRICAL MANUFACTURING COMPANY. ©
No more washer-tending, with the new automatic-timed Apex spiral dasher washer. Form no. WF-354. Folder. Appl. author: Meldrum & Fewsmith, inc. © 25Mar54; KK95551.
A tribute to your judgement. Apex hour-saving appliances. Part no. 8A-14110. Folder. Appl. author: Meldrum & Fewsmith, inc. © 1Feb54; KK95059.

ARAUMOU NUTRITIONAL EGG RANCH.
Araumou nutritional eggs. One dozen. Label. © Donald R. Hettmansperger, d.b.a. Araumou Nutritional Egg Ranch; 15May54; KK96835.

ARCADY FARMS MILLING COMPANY. ©
All-in-one ration for fast, low-cost hog gains. Arcady 15 % Hog Grower. (Feeds) Folder. Appl. author: The Biddle Co. © 7Dec53; KK92347.

Arcady steer fatterer Range Cubes get greater gains from your pasture. (Feeds) Folder. Appl. author: The Biddle Co. © 7Dec53; KK92349.

Cut steer feeding costs. Arcady Steer Fatterer Pellets. Folder. Appl. author: The Biddle Co. © 7Dec53; KK92447.

Do 2 jobs with one feed. Arcady 20 % pig & sow feed. Folder. Appl. author: The Biddle Co. © 4Jan54 (in notice: 1953); KK92854.

Feed your unborn calves. Arcady 14 % Fitting Ration. Folder. Appl. author: The Biddle Co. © 1Jan54; KK96801.

- Fortify your dairy ration for peak milk output. New Arcady Sweet 16 dairy feed. Folder. Appl. author: The Biddle Co. © 1Jan54; KK96797.
- Helps keep cows in peak milk flow for long period. Arcady 24 % dairy feed. Folder. Appl. author: The Biddle Co. © 1Jan54; KK96800.
- Higher returns from your dairy herd. Arcady 16 % dairy feed. Folder. Appl. author: The Biddle Co. © 1Jan54; KK96796.
- Keeps your cows in peak production. Arcady 18 % dairy feed. Folder. Appl. author: The Biddle Co. © 1Jan54; KK96798.
- Makes health porkers out of rundown pigs. Arcady Hog Boost'r. (Feeds) Folder. Appl. author: The Biddle Co. © 7Dec53; KK92346.
- New complete oat replacement in hog rations. Arcady Avitas Pellets. (Feeds) Folder. Appl. author: The Biddle Co. © 7Dec53; KK92345.
- Preserve silage with better feeding value. Arcady sweet mixing feed. Folder. Appl. author: The Biddle Co. © 14Dec53; KK92855.
- Puts high grade finish on steers at lower cost. Arcady high protein Steer Pellets. (Feeds) Folder. Appl. author: The Biddle Co. © 7Dec53; KK92348.
- Rid your swine of worm troubles. Arcady hog wormer pellets. (Feeds) Folder. Appl. author: The Biddle Co. © 1Apr54; KK96795.
- Stimulates high milk flow throughout lactation period. Arcady 32 % dairy feed. Folder. Appl. author: The Biddle Co. © 1Mar54; KK96802.
- Stop worm damage in your flocks. Arcady poultry wormer and Arcady turkey wormer. (Feeds) Folder. Appl. author: The Biddle Co. © 1Mar54; KK96799.
- Your dog will do better and feel better, when fed Arcady Wonder dog food. Folder. Appl. author: The Biddle Co. © 1Mar54; KK94231.
- ARCHER MILLS, INC. ©**
Fashion Lights. And very fashion right ... (Women's nylon hosiery) (In Vogue, Feb. 15, 1954, p. 31) Appl. author: Frederick C. Williams & Associates. © 5Feb54; KK93642.
- ARCTIC DRI-ICE COMPANY, INC. ©**
Arctic Dri Ice; canned refrigeration. Label. © 1Mar54; KK95567.
- ARDALT, INC. ©**
Lenwile china faeries. (Figurines) (In Giftwares, Nov. 1953, p. 1) Appl. author: Leon A. Arditti. © 21Sep53; KK93945.
- Lenwile china, fit for little royalty. (Dolls, trays & boxes) (In the Gift and art buyer, Feb. 1954, p. 3) Appl. author: Leon A. Arditti. © 14Jan54; KK94640.
- Lenwile china varieties. (Figurines) (In Giftwares, Dec. 1953, p. 1) Appl. author: Leon A. Arditti. © 16Nov53; KK93947.
- Lenwile lace china. (Figurines, lamps ...) (In the Gift and art buyer, Nov. 1953, p. 3) Appl. author: Leon A. Arditti. © 21Sep53; KK93946.
- Music on china scrolls, compiled, edited and arranged by Lenwile. (Decorative accessories) (In the Gift and art buyer, Jan. 1954, p. 3) Appl. author: Leon A. Arditti. © 23Dec53 (in notice: 1954); KK94639.
- Treasured imports. Glamorous lamps for table, boudoir and TV use.
- (In the Gift and art buyer, Mar. 1954, p. 3) Appl. author: Leon A. Arditti. © 11Feb54; KK94641.
- ARMCO DRAINAGE AND METAL PRODUCTS, INC. ©**
Template for Armco pipe-arches. © 11Nov53; KK92448.
- ARMITE LABORATORIES. ©**
Armite compound A & A no. 609 anti-seize paste sealant. Net weight 1 lb. Label. Appl. author: J. H. Armington. © 18Dec53 (in notice: 1954); KK92624.
- ARMOUR AND COMPANY. ©**
All-morning energy in every link of this breakfast sausage. [Waffles with raspberry jam & sausages] (In Life, Mar. 22, 1954, p. 167) Appl. author: Henry S. Bokhof. © 19Mar54; KK96001.
- Armour chemicals prove excellent anti-static agents for new textiles, by M. R. McCorkle. (In Chemical and engineering news, Oct. 26, 1953, p. 4414-4415) Appl. author: Earle Ludgin, Jr. © 26Oct53; KK92630.
- Armour Star pork sausage for breakfast gives you all-morning pep. [Table setting; 3 children] (In the Hartford times, Nov. 19, 1953, p. 44) Appl. author: Henry S. Bokhof. © 19Nov53; KK92856.
- Armowax offers new benefits to industry, high-melting waxes and emulsions, by M. R. McCorkle. (Chemicals) (In Chemical processing, Jan. 1954, p. 30-31) Appl. author: Earle Ludgin, Jr. © 27Dec53; KK92627.
- Arquad 12 increases gel strength and foam volume of latex compounds at low cost, by M. R. McCorkle. (Chemicals) (In Chemical and engineering news, Nov. 23, 1953, p. 4882-4883) Appl. author: Earle Ludgin, Jr. © 23Nov53; KK92632.
- Arquads solve costly water flood problems. [Oil recovery process] (Chemicals) (In Producers monthly, Feb. 1954, p. 23) Appl. author: Earle Ludgin, Jr. © 1Feb54; KK94561.
- Cationic properties of Armeens, Duomeens, Armacs, Arquads, Ethomeens contribute heavily to industry, by Dr. M. R. McCorkle. (Chemicals) [Coupon for literature & samples] (In Chemical processing, Mar. 1954, p. 12-13) Appl. author: Earle Ludgin, Jr. © 27Feb54; KK94731.
- How to cook up plenty of all-morning pep. Armour Star pork sausage ... [Frying pan scene] (In Life, Jan. 25, 1954, p. 96) Appl. author: Henry S. Bokhof. © 23Jan54; KK93058.
- Look, from package to plate quick-as-a-wink. Armour Star fresh frosted sliced beef liver. [Fried liver on plate] (In Institutions, May 1954, p. 9) Appl. author: Park Taylor. © 1May54; KK96549.
- Look, tender, delicious veal cutlets from package to plate quick-as-a-wink. [Veal outlet display; Winky the snowman] (In Institutions, Apr. 1954, p. 9) Appl. author: Park Taylor. © 1Apr54; KK95418.
- Look, they're new. Armour beef grill steaks. [Steak display; Winky the snowman] (In Quick frozen foods, Feb. 1954, p. 188) Appl. author: Henry S. Bokhof. © 25Feb54; KK94725.
- Make better alkyls with these top chemicals. [Attractive housewife in kitchen scene] (In American paint journal, Apr. 12, 1954, p. 68-69) Appl. author: Earle Ludgin, Jr. © 9Apr54; KK95998.
- Many industries find new uses for Armour Etho-chemicals, by M. R. McCorkle. (In Chemical and engineering news, Dec. 14, 1953, p. 5162-5163) Appl. author: Earle Ludgin, Jr. © 14Dec53; KK92629.
- New fatty amine reactions show anti-corrosion, oil-wetting, and bactericidal properties, by M. R. McCorkle. (Chemicals) (In Chemical and engineering news, Feb. 15, 1954, p. 600-601) Appl. author: Earle Ludgin, Jr. © 15Feb54; KK93808.
- New products and profits with Armour chemicals. [Chemist holding beaker] (In Chemical week, May 15, 1954, p. 78-79) Appl. author: G. Park Taylor. © 15May54; KK97501.
- Now, tender, juicy, low cost steaks ... Armour Star. [Steak patty & french fries] (In Institutions, Mar. 1954, p. 2 of cover) Appl. author: Eugene E. Gallivan. © 1Mar54; KK94233.
- Shampoo this diamond sparkle into your hair with new Dial shampoo. [Red haired girl & sparkling diamond] (In Photoplay magazine, Jan. 1954, p. 19) Appl. author: Doris Johnson. © 7Dec53; KK92857.
- You can use this new emulsifier for both herbicides and pesticides. Armour's emulsifier 1869 ... cBug & thistle. (In Agricultural chemicals, Nov. 1953, p. 20-21) Appl. author: Earle Ludgin, Jr. © 5Nov53; KK92488.
- ARMSTRONG, MRS. J. A., sole owner, ARMSTRONG'S BAKERY. SEE Armstrong's Bakery.**
- ARMSTRONG CORK COMPANY. ©**
Color choice for 1954. Armstrong's asphalt tile. Folder. © 11Mar54; KK94367.
- Quaker [linoleum] rugs, made with exclusive K-99 enamel. [Hanger] Poster. © 2Feb54; KK94563.
- ARMSTRONG FURNACE COMPANY. ©**
Heat loss calculator, Armstrong heating systems. Heat gain calculator, Armstrong summer air conditioners. © 20May54; KK96641.
- ARMSTRONG'S BAKERY.**
Armstrong's frozen pie crust dough, ready to bake. Net weight seven ounces or over. Label. © Armstrong's Bakery, solely owned by Mrs. J. A. Armstrong; 20Mar54; KK95599.
- ARNAZ, DESI.**
Lucille Ball-Desi Arnaz and little Ricky packaway kit. SEE Ball, Lucille.
- ARNOLD BAKERS, INC. ©**
Arnold all-purpose stuffin', delicious croutons for soups, snacks. Net wt. 8 oz. Label. © 5Apr54; KK95425.
- Arnold buttermilk rye [bread] Net wt. 11 1/2 oz. Label. © 3May54; KK96725.
- Arnold ready baked rolls. Butter parkers. Net weight 6 oz. Label. © 4Jan54; KK92648.
- ARROWHEAD AND PURITAS WATERS, INC. ©**
How Fluorine in drinking water reduces children's tooth decay. Folder. Appl. author: Robert S. Suttle. © 1May54; KK96334.
- ART METAL CONSTRUCTION COMPANY. ©**
Art Metal correct seating aluminum office chairs. 19 p. © 20Nov53; KK92431.
- Less lag here, less drag here, cuts down needless office delays. (Files) (In Time, Apr. 5, 1954, p. 79) Appl. author: J. B. Morton, Comstock & Co. © 5Apr54; KK96076.

ARTHUR, ELLA BENTLEY.
My husband keeps telling me to go to hell. SEE Taylor, Richard.

ASPLUND, TORE.
Clean waters. SEE General Electric Company.
Strengthening the free nations. SEE General Electric Company.

ATLANTIC-PACIFIC MANUFACTURING CORPORATION. ©
Apco custom built boat seat cushions and backrests. List prices, individual parts. Folder. Appl. author: Clarence M. Skoldberg. © 13May54; KK96344.
Apco custom built boat seat cushions and backrests. List prices, complete sets. Folder. Appl. author: Clarence M. Skoldberg. © 13May54; KK96343.
Apco marine life saving and water-sport equipment. Catalog 54. 8 p. Appl. author: Clarence M. Skoldberg. © 4Jan54; KK92651.
Your guide to the finest water sport equipment. Apco. Folder. Appl. author: Clarence M. Skoldberg. © 23Mar54; KK94637.

ATLAS MINERAL PRODUCTS COMPANY. ©
Atlas industrial floors, permanent, corrosion resistant. Bulletin 3-3. Folder. Appl. author: Raymond B. Seymour. © 17May54; KK96517.
Atlas protective coatings. Neelium. Bulletin 7-2B. Sheet. Appl. author: Raymond B. Seymour. © 29Apr54 (in notice: 1953); KK97481.
Atlas protective coatings. Neobon. Bulletin 7-2A. Sheet. Appl. author: Raymond B. Seymour. © 29Apr54 (in notice: 1953); KK97480.
Atlas protective coatings. Their selection and use. Bulletin 7-2. Folder. Appl. author: Raymond B. Seymour. © 29Apr54 (in notice: 1953); KK97483.
Atlas protective coatings. Zerok 110. Bulletin 7-2C. Sheet. Appl. author: Raymond B. Seymour. © 29Apr54 (in notice: 1953); KK97482.

ATLAS SUPPLY COMPANY. ©
Bridge closed, but the show goes on. Atlas tires, batteries, accessories. (In the Saturday evening post) Appl. author: McCann Erickson, inc. © 27Mar54; KK95791.
How cold (or hot) will it get this winter? Atlas Perma-Guard anti-freeze. (In the Saturday evening post, Oct. 10, 1953) Appl. author: McCann-Erickson, inc. © 7Oct53; KK93648.

ATOMIC METALS CORPORATION. ©
Ray-Tector. (Radiation detection device) Label. © 23Mar54; KK94966.

A-TREAT BOTTLING COMPANY.
A-Treat premium quality fiesta lemon soda. Contents full quart. (Soft drink) Label. © Joseph Egizio & John Egizio, t.a. A-Treat Bottling Co.; 15Apr54; KK95911.

AUDIO CONTROLS CORPORATION. ©
Stop those annoying TV commercials from your easy chair, with the original Blab-Off. Remote control TV sound switch. Label. Appl. author: Howard Manischewitz. © 12Oct53; KK92444.
Stop TV commercials from your easy chair. Blab-Off remote control TV sound switch. Folder. Appl. author: Howard Manischewitz. © 12Dec53; KK92442.

Stop TV commercials from your easy chair with Blab-Off. Remote control TV sound switch permits TV without annoying commercials. Label. Appl. author: Howard Manischewitz. © 12Oct53; KK92443.

AUGSTEIN (S.) AND COMPANY, INC.
A case for Sacony. Busy Gloria Case finds two Sacony suits add up to a year-round wardrobe. (In Life, Jan. 25, 1954, p. 4) © Sacony, a div. of S. Augstein & Co., inc.; 25Jan54; KK93651.
The City tweed suit. Sacony tailors new elegance into tweed suits at 49.95. (In Life, Sept. 22, 1952, p. 13) © Sacony (S. Augstein & Co., inc.); 22Sep52; KK92511.
A dress grows on Peggy. Peggy Ann Garner demonstrates versatility of 10.95 Sacony Waistbander. (In Life, Apr. 26, 1954, p. 8) © Sacony, a division of S. Augstein & Co., inc.; 26Apr54; KK95534.
Martha Wright wears Sacony. (Women's & children's apparel) (In Life, May 10, 1954, p. 183) © Sacony, a div. of S. Augstein & Co., inc.; 10May54; KK96147.
Sacony bats high. Baseball shares spotlight with \$25 Sacony suit in remarkable Palm Beach cloth. (In Life, Mar. 29, 1954, p. 69) © Sacony, a division of S. Augstein & Co., inc.; 29Mar54; KK95134.
Sacony dresses bloom in print. (In Life, May 17, 1954, p. 161) © Sacony, a division of S. Augstein & Co., inc.; 17May54; KK96308.
Sacony Easter parade. International beauties display their first \$25 Sacony suits ... (In Life, Apr. 5, 1954, p. 4) © Sacony, a division of S. Augstein & Co., inc.; 5Apr54; KK95081.
Sacony on-the-go dresses. (In Life, Mar. 22, 1954, p. 161) © Sacony, a division of S. Augstein & Co., inc.; 22Mar54; KK94517.
Sacony summer fashion week. (Women's & children's apparel) (In Life, June 7, 1954, p. 8) © Sacony, a division of S. Augstein & Co., inc.; 7Jun54; KK96977.
Sacony's Pin-Money Poplin separates. (Women's & children's apparel) (In Life, May 3, 1954, p. 16) © Sacony, a division of S. Augstein & Co., inc.; 3May54; KK95844.
Storybook child gets Sacony wardrobe. 7-year-old Eileen Carlson loves animals and clothes. (In Life, Apr. 19, 1954, p. 13) © Sacony, a division of S. Augstein & Co., inc.; 19Apr54; KK95434.
Three-shift Sacony suit. (Women's & children's apparel) (In Life, Feb. 22, 1954, p. 9) © Sacony, a div. of S. Augstein & Co., inc.; 22Feb54; KK93893.
Young talent turns to Sacony. Budding careerists look fashionable in \$25 Sacony suits of Palm Beach cloth. (In Life, Mar. 8, 1954, p. 8) © Sacony, a div. of S. Augstein & Co., inc.; 8Mar54; KK94211.

AUSTIN COMPANY. ©
Need new warehouse space? Ta-Pur beams for warehouses. (In the Cleveland press, May 25, 1954, p. 8) Appl. author: A. H. Meyer. © 25May54; KK96910.

AUTO-JET FIRE CONTROL COMPANY.
Automatic fire control units and systems. [Letterhead] © Stanley Clive Hardy, d.b.a. Auto-Jet Fire Control Co.; 10Mar54; KK95957.

They couldn't have happened with Aut-O-Jet standing guard. (Automatic fire extinguisher) Folder. © Stanley Clive Hardy, d.b.a. Auto-Jet Fire Control Co.; 12Mar48; KK95958.

AUTOMATIC ALARM COMPANY OF NEW YORK. ©
Guaranteed protection. A M A [burglar] alarm systems. Sheet. Appl. author: Sy Sussman. © 8Dec52; KK92618.

AUTOMATIC CANTEN COMPANY OF AMERICA. ©
Canteen twins. Candy Canteen, Cigarette Canteen. Sheet. Appl. author: Richard Allen Burleigh. © 10Apr54; KK97247.

AVCO MANUFACTURING CORPORATION. ©
After checking it against other TV's, they buy Crosley on sheer performance. (In Retailing daily, Jan. 4, 1954, p. 36) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 4Jan54 (in notice: 1953); KK93957.
American Kitchens save 1000 steps a day. Kitchen personalizer. Portfolio. Appl. author: Carter & Galantin of Illinois, inc. © American Kitchens Div., Avco Mfg. Corp.; 1Dec53; KK93818.
Arkansas traveler turns stay at home. We enjoy our Crosley TV very much. [Endorsed by] Mrs. Joe T. Lindsey [and 1 other] (In Jersey City journal) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Oct53; KK92469.
Before you buy that TV, read these enthusiastic letters from your friends and neighbors who say, you can see it better on a Crosley. [Endorsed by] Mrs. Marie Dorsey [and 4 others] (In Star-beacon, Ashtabula, Ohio) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 29Oct53; KK92474.
Dealer after dealer tells us ... Crosley [television] has 33 years' electronic experience. (In Electrical merchandising, Feb. 1954, p. 143) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Feb54; KK93959.
Do your TV buying right on this Crosley page. Every Crosley has the exclusive Picture Sentry that guards against interference. (In St. Joseph, Mo., news-press, Oct. 22, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 22Oct53; KK92471.
Do your TV buying right on this Crosley page. How the Crosley Picture-Sentry gives you true-to-life pictures. (In Cincinnati independent) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 21Oct53; KK92470.
Don't risk disappointment buying a so-called bargain TV, when you can own a Picture-Sentry custom Crosley for just a few dollars a week. (In the Cincinnati enquirer, Nov. 29, 1953, p. 76) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 29Nov53; KK92484.
From Crosley's 30 years' experience in electronics come TV pictures free from interference. Crosley gives you all-channel reception. (In Peninsular herald, Monterey, Calif., Aug. 28, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 28Aug53; KK92453.
From Crosley's 30 years' experience in electronics come TV pictures free from interference. Missouri dealers ... (In St. Joseph, Mo., news-press, Sept. 27, 1953, p.

13B) Appl. author: Batten, Barton, Durstine & Osborn, inc.
© 27Sep53; KK92461.

Here's why you always get interference-free pictures on the new Crosley. '54 Crosley TV with the electronic Picture Sentry. Crosley gives you all-channel reception. (In Cedar Rapids gazette, Cedar Rapids, Iowa) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Oct53; KK92468.

Here's why you always get interference-free pictures on the new Crosley. '54 Crosley TV with the electronic Picture Sentry. Missouri dealers ... (In St. Joseph, Mo., news-press, Oct. 8, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 8Oct53; KK92465.

My son should know. [Endorsed by] Eugene R. McIntosh. Crosley TV with the exclusive Picture Sentry. (In Jersey City journal, Oct. 27, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 27Oct53; KK92473.

New Crosley TV with exclusive Picture-Sentry guards against interference. You can own a Picture-Sentry Crosley for as low as \$1.85 a week. (In Enterprise record, Chico, Calif., Sept. 15, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Sep53; KK92457.

New Crosley TV with exclusive Picture-Sentry guards against interference. You can own a Picture-Sentry Crosley for as low as \$2.01 a week. (In the Oak ridger, Oak Ridge, Tenn.) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 22Sep53; KK92460.

1954 Sheldahl electric refrigerator service manual. 495 SD. 40 p. Appl. author: Walter F. Henize. © Crosley Div., Avco Mfg. Corp.; 2Feb54; KK94273.

Now, TV pictures free from interference. '54 Crosley TV with the electronic Picture Sentry. Missouri dealers ... (In St. Joseph, Mo., news-press, Nov. 5, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 5Nov53; KK92479.

Now, TV pictures free from interference. '54 Crosley TV with the electronic Picture Sentry. VHF and UHF the way you want it. (In Peninsular herald, Monterey, Calif., Oct. 30, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Oct53; KK92475.

On the beam with Crosley TV. Crosley Picture-Sentry gives me my best talking point yet. (In NARDA newsletter, Nov. 2, 1953, p. 7) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 2Nov53; KK92477.

People by the tens of thousands are buying 'em, carrying 'em home. The revolutionary new Crosley Super-V [television set] (In Premium practice, May 1954, p. 67) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 27Apr54; KK97210.

Pop, mom, grandma and the kids, they all want colorful Crosley radios for Christmas. (In Democrat chronicle, Rochester, N. Y., Dec. 6, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 6Dec53; KK92486.

Pop says, mom says, grandma and the kids say, give us colorful Crosley radios for Christmas. (In Daily Oklahoman, Dec. 6, 1953, p. 6) Appl. author: Batten, Barton, Dur-

stine & Osborn, inc. © 6Dec53; KK93958.

Radio service information. Nov. 1953. Bull. no. 473. 6 p. Appl. author: Walter F. Henize. © Avco Mfg. Corp. (in notice: Crosley Div., Avco Mfg. Corp.); 18Nov52 (in notice: 1953); KK92499.

Read what Crosley owners say, then see the new Crosley TV with the electronic Picture Sentry. (In St. Joseph, Mo., news-press, Sept. 30, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Sep53; KK92463.

Tried five leading television brands. [Endorsed by] Mr. Herman G. Frantz. Crosley Picture Sentry guards against interference. (In Jersey City journal) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 13Oct53; KK92467.

Why spend good money to convert your old small-screen TV to UHF? Do your TV buying right from this Crosley page. (In Pittsburgh press, Sept. 28, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 28Sep53; KK92462.

Why spend good money to convert your old small-screen TV to UHF? '54 Crosley TV with the electronic Picture Sentry guards against interference. (In Buffalo news, Sept. 3, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 3Sep53; KK92455.

Why spend good money to convert your old small-screen TV to UHF? Now, TV pictures free from interference. Crosley TV with the electronic Picture Sentry. (In Buffalo news, Oct. 1, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Oct53; KK92464.

You can see it better on a Crosley TV. You can own a Picture-Sentry Crosley for as low as \$1.85 a week. (In Daily news record, Harrisonburg, Va., Oct. 26, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 26Oct53; KK92472.

You can see it better on a Crosley TV. You can own a Picture-Sentry Crosley for as low as \$2.01 a week. (In the Oak ridger, Oak Ridge, Tenn.) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 12Oct53; KK92466.

AVOCHEM, INC. ©
Softize clothes softener and fabric conditioner. Contents: 1 pint liquid. Label. © 17May54; KK96486.

AVON COSMETICS. ©
Avon creams and lotions guard your loveliness. (In Good housekeeping, Feb. 1954, p. 158-159) Appl. author: Monroe F. Dreher, inc. © 25Jan54; KK94542.

Gay Cotillion fragrance has exciting newness. (In Good housekeeping, Mar. 1954, p. 156-157) Appl. author: Monroe F. Dreher, inc. © 25Feb54; KK94541.

Wonderful family of gifts. (In Good housekeeping, Nov. 1953, p. 152-153) Appl. author: Monroe F. Dreher, inc. © 25Oct53; KK94412.

AXIOM PRODUCTS COMPANY. ©
Blin-Kit, for re-taping and re-cord-ing 2 venitian [sic] blinds ... Label. Appl. author: T. Edwin Cox. © 1Dec53; KK93941.

B

B. W. B. FOODS, INC. ©
Grandma Brown's home baked beans

with pork. Net wt. 1 pound. Label. Appl. author: Stecher-Traung Lithograph Corp. © 15Mar54; KK95180.

BABEE-TENDA CORPORATION. ©
Be ready with the best for your baby. (Infant furniture) Card. Appl. author: The Phil Gordon Agency, inc. © 10Apr54; KK95566.
Mother knows best, and 1 1/4 million mothers can't be wrong about Babee-Tenda care. (Infant furniture) Appl. author: The Phil Gordon Agency, inc. © 1Jan54 (in notice: 1953); KK92785.
1 1/4 million mothers prefer Babee-Tenda care. (Infant furniture) Appl. author: The Phil Gordon Agency, inc. © 1Feb54 (in notice: 1953); KK94321.

BABITZ, HARRY H.
The toy shop, color book paper. (Paper bags) Label. © Harry H. Babitz & Syd N. Babitz; 1Nov53; KK93987.

BABITZ, SYD N. SEE Babitz, Harry H.
BABSON BROTHERS COMPANY. ©
During 1952, so many thousands of men switched to Surge. (Dairy & farm equipment) (In Successful farming, Jan. 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 22Dec52 (in notice: 1953); KK96530.

If it bears the Surge nameplate, it milks with genuine Surge Tug & Pull. (Dairy & farm equipment) (In Hoard's dairyman, Mar. 25, 1953, p. 312) Appl. author: Ross Roy, inc. © 25Mar53; KK96518.

In a milking parlor, on a stanchion pipeline or with a bucket, Surge will milk your cows. (Dairy & farm equipment) (In Farm quarterly, winter 1953, p. 4) Appl. author: Ross Roy, inc. © 6Dec53; KK96532.

In 1952, more thousands of farmers than ever before switched to Surge. And so many thousands ... (Dairy & farm equipment) (In Wisconsin agriculturist and farmer, Jan. 3, 1953, p. 40) Appl. author: Ross Roy, inc. © 3Jan53; KK96522.

In 1952, more thousands of farmers than ever before switched to Surge. So far in 1953 ... (Dairy & farm equipment) (In The Farmer, Oct. 3, 1953, p. 72) Appl. author: Ross Roy, inc. © 30Oct53; KK96520.

It will pay you well to wait a little while for a Surge. (Dairy & farm equipment) (In Hoard's dairyman, Jan. 25, 1953, p. 104) Appl. author: Ross Roy, inc. © 25Jan53; KK96523.

Now is the best time to switch to Surge. (Dairy & farm equipment) (In Hoard's dairyman, May 25, 1953, p. 504) Appl. author: Ross Roy, inc. © 25May53; KK96519.

An ounce of prevention is worth a pound of cure. Surge. (Dairy & farm equipment) (In Veterinary service, Jan. 1954, p. 13) Appl. author: Ross Roy, inc. © 15Dec53 (in notice: 1954); KK96524.

Surge teat cups don't creep. (Dairy & farm equipment) (In Hoard's dairyman, Mar. 10, 1953, p. 260) Appl. author: Ross Roy, inc. © 10Mar53; KK96526.

Surge Tug and Pull holds the teat cups down where they belong. Creeping teat cups do ruin good cows. (Dairy & farm equipment) (In the Jersey bulletin, Mar. 10, 1953, p. 336-337) Appl. author: Ross Roy, inc. © 20Feb53; KK96525.

BABSON BROTHERS COMPANY. Cont'd.

Surge Tug and Pull holds the teat cups down where they belong. During 1952 so many thousands of men switched to Surge. (Dairy & farm products) (In Holstein-Friesian world, Jan. 3, 1953, p. 40-41) Appl. author: Ross Roy, inc. © 3Jan53; KK96529.

Surge Tug & Pull is well worth waiting for. (Dairy & farm equipment) (In Successful farming, Apr. 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 22Mar53; KK96531.

Visibility, plus Tug & Pull. Surge. (Dairy & farm equipment) (In the Washington farmer, Apr. 2, 1953, p. 64) Appl. author: Ross Roy, inc. © 2Apr53; KK96521.

We know that it is costing you real money to wait for your Surge milk-er. (Dairy & farm equipment) (In Hoard's dairyman, Feb. 10, 1953, p. 156) Appl. author: Ross Roy, inc. © 10Feb53; KK96527.

We would have plenty of Surge milk-ers, if the Surge did not do such an extraordinarily good job of milking cows. (Dairy & farm equipment) (In Hoard's dairyman, Feb. 25, 1953, p. 208) Appl. author: Ross Roy, inc. © 25Feb53; KK96528.

BACHARACH INDUSTRIAL INSTRUMENT COMPANY. ©

Assembly tools, specially engineered for diesel nozzles and injectors. Leaflet 672. Sheet. © 9Apr54; KK95247.

Bacharach lapping blocks for diesel nozzles and injectors. Leaflet 649. Sheet. © 9Mar54; KK94361.

Bacharach manometer. Leaflet 837. Sheet. © 1May54; KK96541.

Bacharach nozzle cleaning kit. Leaflet 671. Sheet. © 9Mar54; KK94362.

Did you ever see an indicator valve like this? SMD543. Self-mailer. © 1May54; KK96542.

Diesel fuel injection service shop. Leaflet 685. Sheet. © 24Jun54; KK97692.

This happens when your furnace fil-ers are dirty, that's why you need a Bacharach filter gauge. Leaflet 838. Sheet. © 14May54; KK96678.

BACHMAN, KELLY AND TRAUTMAN, INC. ©

The complete vacation guide. (Auto rental service) Folder. © 20Apr54; KK96566.

BADGER MANUFACTURING COMPANY. ©

Compression stills for producing pure, potable, pyrogen-free dis-tilled water ... Bulletin no. CP-10. Folder. Appl. author: John J. Campobasso. © 10Dec53; KK93075.

BAGCRAFT CORPORATION OF AMERICA. ©

Bagcraft sandwich bags. 30 bags, jumbo size. Label. © 10Nov53; KK92891.

BAGSCO.

BagSCO cedar rounds. (Clothing storage container) Sheet. © BagSCO, Boyce Albert Gatewood, sole owner; 27Nov53; KK93583.

BAILEY, GREEN AND ELGER, INC. ©

Advance showing of B. G. E. Orig-inales. (Buttons) (In Notion & novelty review, May 1, 1954, p. 2) Appl. author: Monroe F. Dreher, inc. © 20Apr54; KK97688.

B. G. E. Originales. Buttons of fashion significance. (In Har-per's bazaar, Mar. 1954, p. 62-63) Appl. author: Monroe F. Dreher, inc. © 25Feb54; KK94650.

B. G. E. Originales. Sparkling bright, sparkling new, these jewel button beauties ... (In Notion & novelty review, Nov. 1953, p. 2) Appl. author: Monroe F. Dreher, inc. © 20Oct53; KK94646.

B. G. E. Originales help increase spring sales at your button coun-ter. (In Notion & novelty review, Feb. 1954, p. 2) Appl. author: Monroe F. Dreher, inc. © 20Jan54; KK94649.

B. G. E. Originales offers this spring's finest selection of wash-able buttons. (In Notion & novel-ty review, Apr. 1954, p. 2) Appl. author: Monroe F. Dreher, inc. © 20Mar54; KK97687.

First in fashion for spring '54. B. G. E. Originales fine buttons. (In Notion & novelty review, Jan. 1954, p. 2) Appl. author: Monroe F. Dreher, inc. © 20Dec53; KK94648.

Season's greetings. B. G. E. Orig-inales, buttons, buckles. (In No-tion & novelty review, Dec. 1953, p. 2) Appl. author: Monroe F. Dreher, inc. © 20Nov53; KK94647.

BAKER, C. STANLEY, d.b.a. BAKER'S ACRES. SEE Baker's Acres.

BAKER (J. E.) COMPANY. ©

The Burlington Liars' Club spins a yarn for Baker's Magdolite. Click, clack, broken back. (Dolomite) Sheet. Appl. author: W. H. Long. © 10Jan54; KK92921.

BAKER'S ACRES.

Genuine Hickory Smoke Stack, pre-pared especially for barbecuing. Contents: Less than 1 lb. net. (Canned goods) Label. © C. Stanley Baker, d.b.a. Baker's Acres; 14May54; KK97012.

BALL, LUCILLE.

Lucille Ball-Desi Arnaz and little Ricky packaway kit. 3 stand-up dolls and clothes. No. 5624:98. Sheet. © Lucille Ball & Desi Arnaz; 17Mar54 (in notice: 1953); KK97225.

BALL BROTHERS COMPANY. ©

Announcing Ball clear plastic vials, the modern shatterproof containers for your prescriptions. (In Amer-ican professional pharmacist, Jan. 1954) Appl. author: Applegate Advertising Agency. © 20Jan54; KK94019.

At last, crystal-clear shatterproof vials cost no more than the break-able kind. Don't leave your pre-scription profits on the floor. (In Drug topics, Feb. 8, 1954, p. 35) Appl. author: Applegate Ad-vertising Agency. © 8Feb54; KK94018.

At last, crystal-clear shatterproof vials cost no more than the break-able kind. Special introductory offer free. (In Drug topics, Jan. 11, 1954, p. 53) Appl. author: Applegate Advertising Agency. © 11Jan54; KK95334.

Ball shipping cartons can take it. (In Glass packer, May 1954, p. 3 of cover) Appl. author: Apple-gate Advertising Agency. © 11May54; KK97035.

A bouquet to the food industry. (Glass containers & metal clo-sures) (In Fortune, May 1954, p. 61) Appl. author: Applegate Ad-vertising Agency. © 27Apr54; KK96794.

Faster filling lines, no throat-choke in Ball bottles. (Glass containers) (In Spirits, Apr. 1954, p. 25) Appl. author: Applegate Advertising Agency. © 10Apr54; KK96792.

Food preservation topics, by Lucina Ball. (Canning jars & Dome lids) (In Practical home economics, May 1954, p. 47) Appl. author: Applegate Advertising Agency. © 25Apr54; KK97036.

Home-canning highlights, by Lucina Ball. (Canning jars & Dome lids) (In the American home, June 1954, p. 70) Appl. author: Applegate Advertising Agency. © 25May54; KK97037.

New helps in home canning, by Lucina Ball. (Canning jars & dome lids) (In the Progressive farmer, May 1954, p. 106) Appl. author: Applegate Advertising Agency. © 15Apr54; KK96793.

New ideas in home canning, by Lucina Ball. (Canning jars & Dome lids) (In the Progressive farmer, June 1954, p. 97) Appl. author: Applegate Advertising Agency. © 20May54; KK97038.

20,000,000 home canners. (Canning jars & lids) (In Chain store age, Mar. 1954, p. 163) Appl. author: Applegate Advertising Agency. © 28Feb54; KK95319.

BALLANTYNE COMPANY. ©

Installation and operating instruc-tions for stereophonic sound. 6 p. Appl. author: Edward J. Nelson. © 25Feb54; KK94079. Installation and operating instruc-tions for stereophonic sound. Wiring diagrams and schematic drawings. Folder. Appl. author: Edward J. Nelson. © 10Mar54; KK94332.

BANGAD CORPORATION OF AMERICA. ©

The Thriftway Club. (Banking serv-ice) Folder. Appl. author: R. Lape Smith. © 5Jan54; KK96919.

BANCHIK, IRVING. ©

A constructive toy, structural build-ing blocks. Label. © 7Jan54; KK93234. A constructive toy, structural build-ing blocks. Total 187 blocks. Folder. © 26Feb54; KK94555.

BANES AND MAYER, INC. ©

Canterbury Knitters full-fashioned sweaters. Label. © 1Apr54; KK95087.

BANKER (R. C.) AND COMPANY. ©

Hottest news in the biggest home furnishing bargains in years. August furniture sale. Folder. © 1Jun54; KK97055. Spring sale of furniture. Folder. © 23Feb54; KK94046. We're clearing the decks for action, our greatest furniture sale. © 14Dec53; KK92524.

BANKERS LIFE AND CASUALTY COMPANY. ©

Dear Friend: Won't you please check the amount of money you'd like to receive ... Income protection plan. The White Cross plan. DMT54-3. Sheet. © 31Mar54; KK95048.

Dear Friend: Won't you please give us your date of birth ... Income pro-tection plan. The White Cross plan. DMT54-4. Sheet. © 31Mar54; KK95047.

Dear Mr. MacArthur: Please tell me more about the benefits of each policy in the White Cross Plan. DMT54-1. (Insurance) Card. © 24Mar54; KK95046.

Low-cost broad coverage hospitaliza-tion now available to individuals. White Cross Plan. (Insurance) (In the Detroit news, Mar. 29, 1954, p. 24) Appl. author: Grant, Schwenck & Baker, inc. © 29Mar54; KK95816.

Low-cost hospitalization. White Cross Plan. (Insurance) (In the Pittsburgh press, Mar. 7, 1954, p. 9) Appl. author: Grant, Schwenck & Baker, inc. © 7Mar54; KK95815. This valuable new booklet by the Better Business Bureau brings you the true facts ... White Cross Plan. (Insurance) (In the Evening star, Washington, D. C., Mar. 26, 1954, p. A-12) Appl. author: Grant, Schwenck & Baker, inc. © 26Mar54; KK95817.

Under this low-cost plan, you are given cash to pay hospital and doctor bills. White Cross Plan. (Insurance) (In the Detroit news, Mar. 8, 1954, p. 7) Appl. author: Grant, Schwenck & Baker, inc. © 8Mar54; KK95818.

BANKERS LIFE COMPANY. ©

How \$20 a month starts you on the road to financial security. (Insurance) (In Time, Jan. 25, 1954, p. 87) Appl. author: John Wheatley. © 21Jan54; KK93521.

How we started with \$20 a month to build financial security. (Insurance) (In Time, Mar. 1, 1954, p. 71) Appl. author: John Wheatley. © 25Feb54; KK95034.

Sacrifice my \$100,000 farm just to pay taxes? No sir. (Insurance) (In Successful farming, May 1954, p. 73) Appl. author: John Wheatley. © 17Apr54; KK96131.

What, sell this farm at distress prices to pay taxes? (Insurance) (In Country gentleman, Feb. 1954) Appl. author: John Wheatley. © 27Jan54; KK95035.

BANNER OIL COMPANY. ©

Spray starting fluid for all diesel and gasoline engines. Dealer list. Sheet. Appl. author: Charles Phillips Orr. © 10Nov53; KK93576.

Spray starting fluid for all diesel and gasoline engines. Wholesaler list. Sheet. Appl. author: Charles Phillips Orr. © 10Nov53; KK93577.

Spray starting fluid, for diesel and gasoline engines. Display poster. Appl. author: Charles Phillips Orr. © 10Nov53; KK94323.

Spray starting fluid starts balky engines fast. Folder. Appl. author: Charles Phillips Orr. © 10Nov53; KK93575.

BARCLAY (JAMES) AND COMPANY, LTD. ©

Time to say Corby's. [Bowling scene] (Whiskey) (In Collier's, Mar. 19, 1954, p. 3 of cover) © 4Mar54; KK94465.

BARRETT'S.

12-piece big money-saving set. Copper bottom Revere Ware stainless steel [pots and pans] (In the Indianapolis star magazine, Nov. 1, 1953, p. 26) © Simon Ackerman & Schloss Trusts no. 1 thru no. 6, d.b.a. Barrett's (in notice: Barrett's Hardware); 1Nov53; KK92933.

BARRETT'S HARDWARE. SEE Barrett's.

BARRICINI, INC. ©

Barricini assorted miniatures. One pound net weight. (Candy) Label. © 15Oct53; KK94115.

Barricini Christmas magic. Net weight 1 pound. (Candy) Label. © 15Oct53; KK94113.

BARRY-WEHMLER MACHINERY COMPANY. ©

Processing analysis for Vortex pasteurizer. (Bottle pasteurizer) Sheet. © 5Mar54; KK95617.

BARTON, INC. ©

Famous for continental chocolates; Barton's bonbonniere. Milk choco-

late bunny. Net weight: 5 ounces. Label. © 1Mar54; KK94212.

Marshmallow fluffs, made with pure egg whites. Barton's bonbonniere. One pound net. (Confectionery) Label. © 24May54; KK96623.

Mother. Barton's bonbonniere. One pound net. (Confectionery) Label. © 5Apr54; KK95287.

Presidents' coins. Barton's bonbonniere. (Confectionery) Label. © 9Jun54; KK97230.

[Special holiday wrap] Barton's bonbonniere. (Confectionery) Label. © 9Mar54; KK94608.

BASTIAN-BLESSING COMPANY. ©

How to order dependable Rego outfits. Rego LP gas equipment. L-380. Nov. 1953. Wall chart. Appl. author: Jack I. Mengel. © 1Nov53; KK94317.

BATEMAN, WINIFRED JUNE. ©

Our Bible on record. Label.

© 25Dec53; KK96420.

Our Bible on record. (Phonograph record album) Label. © 25Dec53; KK95037.

BATHROOM ACCESSORIES SUPPLY COMPANY. ©

Tub enclosure model number 2151 (double sliding doors with stationary end panel). Photo number 5. Basco. Sheet. Appl. author: Gordon J. Hecker. © 10Jan54; KK93407.

BATTLES, C. W. ©

Galaxy designs. (Articles for use in astronomy & its allied fields) Sheet. © 15Jan54; KK93652.

BAUR BROTHERS BAKERY. ©

Enriched bread; Aunt Hannah's. Label. © 29Mar54; KK95011.

BAXTER (J. H.) AND COMPANY. ©

Baxco chemonited pressure treated forest products. Pamphlet. © 1Feb54; KK93609.

BAYLEY (WILLIAM) COMPANY. ©

Announcing two new window catalogs you'll find helpful in new or modernizing work by specialists in Visioneering. Sheet. Appl. author: Wheeler-Kight & Gainey, inc. © 12Mar54; KK95426.

BAYUK CIGARS, INC. ©

Golden Wedding Webster cigars. [Container] Label. Appl. author: Benjamin F. Cake. © 11May53; KK96870.

Webster Babies. 25¢ pkg. of 5. [Slanting display] Label. Appl. author: Benjamin F. Cake. © 2Dec53; KK92681.

Webster Babies, a fine small cigar. [Container] Label. Appl. author: Benjamin F. Cake. © 2Dec53; KK92680.

Webster Golden Wedding cigars. All Havana filler. Pkg. of 5. [Slanting display] Label. Appl. author: Benjamin F. Cake. © 11May53; KK96871.

B-B PEN COMPANY, INC. ©

People who write for a living prefer B-B pens 3 to 1. (In New York journal-American, Dec. 22, 1953, p. 11) © 22Dec53; KK92519.

BEAR MANUFACTURING COMPANY. ©

Now, offer the newest, most profitable safety service, Bear Balantru. (Automotive balancing and safety service) (In Motor age, Mar. 1954, p. 93) Appl. author: Van Auken, Ragland & Stevens. © 10Feb54; KK95922.

Suffering from a case of steering nerves, as a result of constantly fighting the wheel? Bear wheel

alignment. (In the Saturday evening post, Apr. 3, 1954, p. 111) Appl. author: Van Auken, Ragland & Stevens. © 1Apr54; KK96079.

BEATRICE FOODS COMPANY. ©

Flavor-of-the-month for June. Sugar hill strawberry ice cream. Free, 4 bridal-party favors with the shield from a half-gallon of Meadow Gold ice cream. (In Life, June 7, 1954, p. 186) Appl. author: Madeleine Barnes. © 4Jun54; KK97220.

Free, 4 bridal-party favors with the shield from a half-gallon of Meadow Gold ice cream. [Dish of lemon mist ice cream & wedding bell cookies] (In Life, May 3, 1954, p. 39) Appl. author: Madeleine Barnes. © 30Apr54; KK96000.

Let Meadow Gold help you get this beautiful sterling silver butter dish. [Butter on dish; little girl] (In Life, Apr. 12, 1954, p. 132) Appl. author: John M. Rolfe. © 9Apr54; KK95695.

Meadow Gold mealtime adventures by Beatrice Cooke. Pineapple crunchies. (In McCall's, Mar. 1954, p. 90) Appl. author: Madeleine Barnes. © 19Feb54; KK94732.

Meadow Gold mealtime adventures by Beatrice Cooke. Pistachio party spread. (In Ladies' home journal, Dec. 1953, p. 66) Appl. author: Doris Johnson. © 25Nov53; KK92633.

Meadow Gold mealtime adventures by Beatrice Cooke. Recipe for chocolate butter frosting. (In Ladies' home journal, Apr. 1954, p. 20) Appl. author: Madeleine Barnes. © 31Mar54; KK95694.

Meadow Gold mealtime adventures by Beatrice Cooke. Recipe for supreme Hollandaise sauce. (In Ladies' home journal, May 1954, p. 139) Appl. author: Madeleine Barnes. © 28Apr54; KK96002.

M-m-mighty good, Meadow Gold raspberry ring. If you've thought that all cottage cheese tastes the same ... (In Life, Jan. 25, 1954, p. 96) Appl. author: John M. Rolfe. © 22Jan54; KK93460.

Now, a new super Meadow Gold ice cream. Extra cream American Hostess. [Carton of strawberry ice cream; little girl] (In Life, Mar. 15, 1954, p. 42) Appl. author: John M. Rolfe. © 12Mar54; KK94562.

BEAUTIFUL BRYANS, INC. ©

Wake up, look dreamy, in new sleeping beauty colors that awaken on your skin. (Hosiery) (In Vogue, Apr. 1, 1954, p. 10-11) Appl. author: Abbott Kimball Co., inc. © 1Apr54; KK96224.

BECK, C. O. ©

Continuous quality day after day. (Bread) Label. © 30Jul53; KK93833.

BECKER (L. M.) AND COMPANY. ©

Willie Whistle's bubble gum surprise in the box that whistles. [Large display box] Label. Appl. author: Lyle M. Becker. © 4May53; KK93604.

Willie Whistle's bubble gum surprise. This box makes a whistle. Label. Appl. author: Lyle M. Becker. © 4May53; KK93603.

BECK'S MAYONNAISE PRODUCTS. ©

Rain Water dressing for coleslaw or tossed salad. Contents 1/2 pint. Label. Appl. author: Arthur Helmig Beck. © 15Jan53; KK93709.

BECTON, DICKINSON AND COMPANY. ©
B-D Cornwall syringe and outfits.
M398-53. Folder. © 31Dec53;
KK93173.
B-D duo-purpose disposable blood
doner set, for gravity or vacuum
collection. M42-54. Folder.
© 8Mar54; KK94296.
B-D Utility and Empire syringes.
M397-54. Folder. © 26Mar54;
KK95670.
Be prepared for sprains, strains,
other injuries. Ace rubber-elas-
tic bandages. F87-54. Folder.
© 8Mar54; KK94382.
Dear Doctor: In this folder ...
Ace rubber-elastic bandages.
BML-54. © 4Mar54; KK93172.
Doctor's Day. (Medical products)
Sheet. © 15Jun54; KK97528.
Extensive hospital studies have
proved, that B-D Multifit syringes
substantially reduce syringe costs.
MS-3-54. Folder. © 29Apr54;
KK95841.
Trypticase Soy Broth in B-D vacu-
tainer culture bottles. N33.
Sheet. © 10May54; KK96684.

BEECH-NUT PACKING COMPANY. ©
Beech-Nut coffee, 100 o/o real cof-
fee, instant. 2 oz. net. Label.
© 9Nov53; KK95333.
Beech-Nut Mello fruit Beechies.
12 Beechies. (Candy coated chew-
ing gum) Label. © 4Mar54;
KK94303.
Beech-Nut peanut butter. Net weight
11 ozs. Label. © 19Jan54;
KK93110.
Beech-Nut spinach (chopped) junior
foods. Net wt. 7 1/2 ozs. Label.
© 4Jan54; KK93136.

BEEMAN'S LABORATORY, INC. ©
Blitz insect killer. One pint 69¢.
Label. © 17May54; KK96484.

BELGIAN ELECTRIC SALES CORPORATION. ©
Acec-Sadi geared motors. Catalog
no. CC-14A. 11 p. Appl. author:
Ben Sackheim, inc. © 26Mar54;
KK95910.

BELL-BROOK DAIRIES, INC. ©
Bell-Brook margarine. One pound.
Label. Appl. author: Michael
Riordan. © 19Feb54; KK96680.
First with Slim, first with Twin-
Pak. Bell Brook dated cottage
cheese. Folder. Appl. author:
Michael Riordan. © 21Jan54;
KK93775.

Now you can be sure it's fresh.
Bell Brook dated cottage cheese.
Sheet. Appl. author: Michael
Riordan. © 14Jan54; KK93776.

BELL ENTERPRISES, INC. ©
Kosher comedy songs. (Phonograph
records) Label. Appl. author:
Benjamin Samberg. © 28Jan54;
KK93588.

BELLOFRAM CORPORATION. ©
New Bellofram piston seal for fric-
tionless power. (Fluid seals &
diaphragms) (In Design news, Apr.
1, 1954, p. 71) Appl. author:
Meissner & Culver, inc. © 1Apr54;
KK95184.

BELRUG MILLS, INC. ©
In America's most fashionable homes,
one Wunda Weve carpet leads to
another. 11 p. Appl. author:
Arndt, Preston, Chapin, Lamb &
Keen, inc. © 5Apr54; KK95488.

BENADERET, SAMUEL D. ©
The Aristocrat, a master's blend.
(Tobacco) Label. © 1Jul53;
KK95373.

BENBOW, ROY, sole owner GIBALTAR CON-
STRUCTION COMPANY. SEE Gibraltar
Construction Company.

BENDIX AVIATION CORPORATION. ©
Schematic diagram of Bendix jet noz-
zle actuator, model TO-A4. (Air-
craft carburetor) Sheet. Appl.
author: Louis C. Jiricek.
© 1Jun53; KK94645.
Schematic diagram of Bendix-Strom-
berg, model PSD-9BDE injection
carburetor. Sheet. Appl. au-
thor: Louis C. Jiricek. © 1Sep53;
KK94644.
Schematic diagram of direct fuel in-
jection system. (Aircraft carbu-
retor) Sheet. Appl. author:
Louis C. Jiricek. © 26May53;
KK94643.
Schematic diagram of Stromberg
PD-12K19 injection carburetor.
Sheet. Appl. author: George J.
Thomson. © 9Jan53; KK97422.
Schematic diagram of Stromberg
PR-58E2 and PR-58E5 injection car-
buretors. Sheet. Appl. author:
George J. Thomson. © 30Jul53;
KK97397.
Schematic diagram of Stromberg
PR-58S2 injection carburetor.
Sheet. Appl. author: George J.
Thomson. © 30Jul53; KK97420.
Schematic diagram of Stromberg
PR-58T1 injection carburetor.
Sheet. Appl. author: George J.
Thomson. © 30Jul53; KK97421.
Schematic diagram of Stromberg
PR-100B3 and PR-100B4 injection
carburetors. Sheet. Appl. au-
thor: George A. Thomson.
© 30Jul53; KK97398.

BENRUS WATCH COMPANY, INC. ©
The Benrus dealer program, spring
1954. Benrus Water-Beauty. 11 p.
© 25Feb54; KK95330.
Get into the premium business.
38 p. © 26Mar54; KK96065.

BERGER PLAYCRAFT COMPANY. ©
Pokies. It's fun to press holes in
the light balsawood parts ...
(Toy figures) Sheet. Appl. au-
thor: George Berger. © 20Mar54;
KK97516.

BERMAY, PAUL. ©
Bermay Pearls, inc. Importers of
cultured pearls. Folder.
© 1Mar54; KK94099.

BERNA (A. J.) COMPANY. ©
This fireplace aquarium has been in
satisfactory operation for the
past several months. Folder.
Appl. author: Dougherty Advertis-
ing Agency. © 1Mar54; KK94570.

BERRY PATCH. ©
1954 price list for the discriminat-
ing gardener. Folder. Appl. au-
thor: Anne E. Wyld. © 25Feb54;
KK95248.

BERSWORTH CHEMICAL COMPANY. ©
Imitation is a flattering word.
Versene vs. imitations. (In Sci-
entific American, Mar. 1954, p.
14) Appl. author: Meissner &
Culver, inc. © 1Mar54; KK94311.
Key to chelation. The Versenes.
Technical bulletin no. 2. [6th
ed.] Pamphlet. Appl. author:
Frederick C. Bersworth.
© 28May53; KK93948.

BERTHOLD-GRIGSBY SUPPLY CORPORATION. ©
Home Craft Flower fun arranging kit.
Label. Appl. author: Marty Prok.
© 26May54; KK96877.

BES-LON COMPANY. ©
Helthway slenderizer for home use.
(Massager) Folder. Appl. author:
Bessie P. London. © 15Oct53;
KK95336.

BEST AND COMPANY, INC. ©
Shirtmaker; favorite American clas-

sic ... (Dresses) (In New York
herald tribune, May 9, 1954, p.
5) © 9May54; KK96212.
You can't beat Best's exclusive C-1
gabardine. Shirtmaker, now better
than ever. (Dresses) (In New
York herald tribune, Apr. 18,
1954, p. 5) © 18Apr54; KK95581.

BIG JOE MANUFACTURING COMPANY. ©
Another IBH first. Big Joe triples
the action. (Lift trucks) (In
Industrial equipment news, Mar.
1954, p. 94) Appl. author:
Glenn-Jordan-Stoetzel, inc.
© 1Mar54; KK95121.

Another IBH first. The job capac-
ities of all Big Joe foot operated
hydraulic lift trucks ... (In
Distribution age, v. 53, no. 4, p.
63) Appl. author: Glenn-Jordan-
Stoetzel, inc. © 1Apr54; KK95872.
Explosion proof IBH. 12 new Big Joe
models. (Lift trucks) (In Flow,
Feb. 1954, p. 172) Appl. author:
Glenn-Jordan-Stoetzel, inc.
© 1Feb54; KK94663.

IBH economy at work. More than 40
Big Joe models. (Lift trucks)
(In Flow, Mar. 1954, p. 2) Appl.
author: Glenn-Jordan-Stoetzel,
inc. © 1Mar54; KK94662.

If IBH fits your plant, Big Joe re-
duces your costs. Probably your
plant can profit from new In-Bet-
ween Handling methods. (Lift
trucks) (In Modern materials
handling, Feb. 1954, p. 145)
Appl. author: Glenn-Jordan-Stoet-
zel, inc. © 1Feb54; KK94664.

If IBH fits your plant, Big Joe re-
duces your costs. The secret of
IBH, apply the right tool to the
right job. (Lift trucks) (In
Automotive industries, Feb. 15,
1954, p. 88) Appl. author:
Glenn-Jordan-Stoetzel, inc.
© 15Feb54; KK94240.

If IBH fits your plant, Big Joe
solves your problems. (Lift
trucks) (In Industrial equipment
news, Feb. 1954, p. 74) Appl.
author: Glenn-Jordan-Stoetzel,
inc. © 1Feb54; KK94271.

A spot for IBH. It's another case
of too much, yet too little ...
(Lift trucks) (In Business week,
Apr. 3, 1954, p. 138) Appl. au-
thor: Glenn-Jordan-Stoetzel, inc.
© 3Apr54; KK95873.

This, not this. With Big Joe lift
trucks, there are no dispatching
bottlenecks. (In Factory equip-
ment & production information,
Apr. 1954, p. 12) Appl. author:
Glenn-Jordan-Stoetzel, inc.
© 1Apr54; KK95871.

What's new in IBH? Big Joe offers
fleet operation ... (Lift trucks)
(In Dun's review and modern indus-
try) Appl. author: Glenn-Jordan-
Stoetzel, inc. © 1Mar54; KK94665.

BILBY, GLADE B., AND FRANK A. CAS-
TILLE, sole owners, JUNIOR CHEF COM-
PANY. SEE Junior Chef Company.

BILL-ADS COMPANY.
Home sweet home is more peaceful
with Connecticut potato chips.
Sheet. © Sidney Harvey Pelter,
d.b.a. Bill-Ads Co.; 5Jan54 (in
notice: 1953); KK93397.
It must be good to be the best.
Roessler's yellow tag sliced ba-
con. Card. © Sidney Harvey
Pelter, d.b.a. Bill-Ads Co.;
6Jan54 (in notice: 1953); KK93398.

BINKO PHOTO LABORATORIES. ©
Grandfather clock movements. Card.
Appl. author: Albert James Binko.
© 1May54; KK96829.

BIRD AND SON, INC. ©
Foot Flairs. (Shoe box) Label.
© 24Mar54; KK94928.
Geronimo moccasins of character.
(Shoe carton) Label. © 3Mar54;
KK94929.
Hollywood styled, smart as the movie
stars. (Shoe carton) Label.
© 13Jan54; KK93180.
Jaguar shoes. (Shoe carton) Label.
© 17Dec53; KK92692.
Tru-Fit loafers made in the Pine Tree
State. (Shoe carton) Label.
© 11Feb54; KK94927.

BIRGE, NATHANIEL BRADFORD. ©
New taste thrill for barbecue.
Smokemaster genuine hickory Bri-
quettes. Label. © Nat B. Birge;
18Feb54; KK93761.
Smokemaster hickory Briquettes. La-
bel. © 9Apr54; KK95371.

BISHOP (HAZEL) INC. ©
Here it is, the greatest cosmetic
promotion of all time. (Lipstick
& nail polish) [Package insert]
Sheet. Appl. author: Raymond
Spector Co., inc. © 17Feb54;
KK94384.
Introductory offer. Free, get 40¢
bottle long-lasting nail polish
with purchase of Hazel Bishop
lasting lipstick. [Combination
boot] Card. Appl. author: Ray-
mond Spector Co., inc. © 8Mar54
(in notice: 1953); KK94383.
New creamier lipstick now looks bet-
ter, feels better, stays on longer
than ever. (In Daily news, New
York, Apr. 7, 1954, p. 77) Appl.
author: Raymond Spector Co., inc.
© 7Apr54; KK95290.

BJORK, JAMES E. ©
Original Red Herring fillets. La-
bel. © 13Feb54; KK94564.

BLACK, BYNUM, t.a. MID-STATE CLEANERS.
SEE Mid-State Cleaners.

**BLACK LEAF PRODUCTS DIVISION, VIRGINIA-
CAROLINA CHEMICAL CORPORATION. SEE**
Virginia-Carolina Chemical Corpora-
tion.

BLATZ BREWING COMPANY. ©
Blatz is Milwaukee's finest beer.
cMan holding cartons of beer in
one arm & pumpkin in the other.
Poster. © 10Oct53; KK92906.
Blatz is Milwaukee's finest beer.
[Painter design] Poster F3-46.
© 20Sep53; KK94047.
Didn't you know, Blatz is Milwau-
kee's finest beer? [Golfer de-
sign no. 19938] Poster F3-45.
© 3Aug53; KK94048.
Five straight firsts for Blatz. (In
the Milwaukee journal, Apr. 20,
1954, p. 14) Appl. author: Wm.
H. Weintraub Co., inc. © 20Apr54;
KK97512.
Golden flavor, best Blatz ever brew-
ed. (In the Beloit daily news,
Feb. 16, 1954, p. 11) Appl. au-
thor: William H. Weintraub & Co.,
inc. © 16Feb54; KK94809.
Golden flavor here in beer. (In
Green Bay press-gazette) Appl.
author: Wm. H. Weintraub & Co.,
inc. © 27Apr54; KK97531.
Golden flavor here in beer. (In
Green Bay press-gazette, Apr. 27,
1954, p. 21) Appl. author: Wm.
H. Weintraub & Co., inc.
© 27Apr54; KK96649.
Golden flavor makes Milwaukee's fin-
est beer even finer. cGirl hold-
ing bottle; head & shoulders pro-
file. (In the Beloit daily news,
Jan. 26, 1954, p. 7) Appl. author:
William H. Weintraub & Co., inc.
© 26Jan54; KK94807.

Golden flavor makes Milwaukee's
finest beer even finer. cGirl
holding bottle; sun flowers (In
Life) Appl. author: Wm. H.
Weintraub Co., inc. © 28Jun54;
KK97691.
Golden flavor makes Milwaukee's fin-
est beer even finer. cGirl with
parasol holding bottle; head &
shoulders, full face (In Life,
May 24, 1954, p. 4 of cover)
Appl. author: William H. Weintraub
& Co., inc. © 24May54; KK96481.
Golden flavor Milwaukee's finest
beer, now finer than ever. (In
the Beloit daily news, Feb. 9,
1954, p. 7) Appl. author: Wil-
liam H. Weintraub & Co., inc.
© 9Feb54; KK94808.
It's here, Blatz bock beer. [Goat]
Poster. © 9Feb54; KK94144.
Milwaukee's finest beer. [Blonde
sitting on table, beer & flowers
on either side] Card. © 1Feb54
(in notice: 1953); KK94143.
Reserved for those who can afford a
luxury beer. Continental special
dark beer, 8 ounce bottle. Card.
© 15Dec53; KK94145.
Twin star beer. [2 stars on an in-
signia within a shield outline]
Label. © 12Apr54; KK97513.

BLAW-KNOX COMPANY. ©
Blaw-Knox has the answer. (Various
engineered products & services)
(In Fortune, Oct. 1952, p. 211)
Appl. author: Al Paul Lefton Co.,
inc. © 30Sep52; KK94505.

**BLIZZARD, SAMUEL E., d.b.a. C. A. A.
SPECIALTIES. SEE C. A. A. Spe-
cialties.**

BLUE FLASH CHEMICAL COMPANY.
Sky, the easy cleaner. Net weight
when packed 16 oz. Label.
© Harry Manion, d.b.a. Blue Flash
Chemical Co.; 23Apr54; KK96825.

BOBRICH PRODUCTS CORPORATION.
Simplan credit systems; the 24 hour
salesmen. Pamphlet. © Simplan
Division, Bobrich Products Corp.;
24May54; KK97406.

BOB'S HOMEMADE PEANUT COMPANY. ©
Bob's homemade salted peanuts. Net
weight 1 1/4 ozs. Label. Appl.
author: Robert W. Webber.
© 15Apr53; KK93767.

BODENSTEIN, MONROE. ©
Spot the State, an exciting new
automobile game. Label.
© 5Feb54; KK97578.

BOKUM TOOL COMPANY. ©
Bokum carbide-tipped boring tools in
short-neck lengths. Catalog no.
CT-500. Sheet. Appl. author:
Fried Heuser. © 19Apr54; KK96110.
Bokum high speed steel boring tools,
in short-neck lengths. Catalog no.
HSS-500. Sheet. Appl. author:
Fried Heuser. © 19Apr54; KK96107.
Practical resharpener fixture.
Catalog [no.] AB-1. Sheet.
Appl. author: Fried Heuser.
© 19Apr54; KK96111.
Practical resharpener fixtures.
Catalog [no.] AB-4-12. Sheet.
Appl. author: Fried Heuser.
© 19Apr54; KK96112.
Rapid turning tools. Catalog no.
454. Folder. Appl. author:
Fried Heuser. © 19Apr54; KK96108.
Resharpener manual for Bokum boring
tools. Manual 949. Folder.
Appl. author: Fried Heuser.
© 19Apr54; KK96109.

BOLES, WAYLAND. ©
The miracle cleaner, Sani-Wax for
woodwork ... One gallon. Label.
© 25Sep53; KK94918.

The miracle cleaner, Sani-Wax for
woodwork ... cPint; Label.
© 28Sep53; KK94917.

BOLIN (HENRY J.) AND SONS, INC. ©
Casement windows for air condition-
ers. Folder. Appl. author:
Henry J. Bolin. © 27Mar54;
KK96391.

BORDEN COMPANY. ©
April dandy, cram-full of candy.
Borden's almond toffee ice cream.
(In Chicago daily news, Apr. 2,
1954, p. 18) Appl. author: Jim
Hicks. © 2Apr54; KK96234.
The bride was very pretty, but can
she cook? (Homogenized milk) (In
the Bride's magazine, winter 1952,
p. 155) Appl. author: Walter
Early. © 15Oct52; KK97120.
But Elmer, you can save money on
food these days. Borden's Starlac
nonfat dry milk, Borden's ice
cream, Borden's cream cheese. (In
Good housekeeping, June 1952)
Appl. author: Edward Johnson.
© 20May52; KK97127.
Cheers for wonderful-tasting Star-
lac. (Nonfat dry milk) (In
McCall's, Nov. 1951, p. 91)
Appl. author: Edward Johnson.
© 24Oct51; KK97106.
Colonial brand mince meat. Net
weight 4 lbs., 12 oz. Label.
Appl. author: George Sleicher.
© 10Oct52; KK94414.
Dip right in, the flavor's fine.
Lady Borden pistachio nut ice
cream. (In the Saturday evening
post, Apr. 12, 1952) Appl. au-
thor: Edward Johnson. © 9Apr52;
KK97136.
Do open before Christmas, and make
any day a holiday. Borden's Royal-
Rich egg nog [and] Spumoni ice
cream cake. (In Chicago daily
tribune, Dec. 4, 1953, p. 20)
Appl. author: Jim Hicks.
© 4Dec53; KK92711.
Dream ice cream at an undreamed of
price. It's Borden's pineapple
pecan. (In Chicago daily news,
Mar. 5, 1954, p. 12) Appl. au-
thor: Jim Hicks. © 5Mar54;
KK96235.
Drink Starlac for healthful nourish-
ment. (Nonfat dry milk) (In La-
dies' home journal, June 1952, p.
149) Appl. author: Earl Oliver
Hurst. © 28May52; KK97102.
Eagle brand sweetened condensed
milk. Net weight 15 ounces. La-
bel. Appl. author: Thomas B.
Kerr. © 8Mar54; KK96233.
Free recipe book, gives you 70 de-
lightful treats ... with Borden's
Eagle brand sweetened condensed
milk. (In True story, Nov. 1951,
p. 27) Appl. author: Clifford
Hartley. © 9Oct51; KK97116.
Free, 70 magic recipes for candies,
cookies, desserts. Eagle brand
sweetened condensed milk. (In
McCall's, Feb. 1952, p. 104)
Appl. author: Edward Johnson.
© 23Jan52; KK97097.
Fresh and new for summer, Borden's
chive cream cheese. (In Ladies'
home journal, Aug. 1951, p. 99)
Appl. author: Edward Johnson.
© 25Jul51; KK97094.
From Borden's, the most talented
cheese spreads of 'em all. (In
Ladies' home journal, Feb. 1952,
p. 136) Appl. author: Edward
Johnson. © 30Jan52; KK97103.
Give a gift that says, I made it my-
self. (Condensed milk & mince
meat) (In the Saturday evening
post, Dec. 6, 1952, p. 89) Appl.
author: Walter Early. © 3Dec52;
KK97122.

BORDEN COMPANY. Cont'd.

- Give a party touch to your everyday sandwiches with Borden's cheese spreads. (In Life) Appl. author: Young & Rubicam, inc. © 22Sep52; KK93203.
- Good news from Borden's, greatest name in milk. Starlac ... nonfat milk. (In Ladies' home journal, Oct. 1952, p. 211) Appl. author: Edward Johnson. © 24Sep52; KK97125.
- A good wife knows how to stretch a dollar. Borden's cottage cheese, Borden's instant coffee, Borden's Starlac nonfat dry milk. (In Good housekeeping, Nov. 1952, p. 29) Appl. author: Walter Early. © 20Oct52; KK97126.
- Here's a spring supper with 3 magic touches. (Cottage cheese, condensed milk & instant coffee) (In Good housekeeping, May 1952) Appl. author: Edward Johnson. © 21Apr52; KK97129.
- Here's dessert and coffee magic only Borden's can bring you. (Condensed milk & instant coffee) (In Life, May 19, 1952) Appl. author: Walter Early. © 16May52; KK97144.
- Homo milk. One half gallon. [Scotch plaid milk carton] Label. © Borden Co., Southern Division; 9Feb54; KK96489.
- I have some new fashioned recipes for an old fashioned feast. (Homogenized milk, ice cream & mince meat) (In True story, Nov. 1951, p. 65) Appl. author: Walter Early. © 9Oct51; KK97132.
- The ice cream with chocolate-dipped almonds right in it. Lady Borden. (In Look, Sept. 23, 1952) Appl. author: Walter Early. © 9Sep52; KK97131.
- Indeed you can save money on food these days. (Nonfat dry milk & instant coffee) (In the Saturday evening post, Sept. 13, 1952) Appl. author: Walter Early. © 10Sep52; KK97113.
- Introducing 2 grand new Borden's products. (Salad dressing & mayonnaise) (In Sunset, May 1952) Appl. author: Edward Johnson. © 25Apr52; KK97117.
- Is it foolish to tell husbands everything, asked Elsie, the Borden cow? (Ice cream & buttermilk) (In Better homes & gardens, July 1950, p. 79) Appl. author: Walter Early. © 23Jun50; KK97108.
- It's fun to fix treats for a party, and so simple. (Cottage cheese, ice cream & condensed milk) (In Woman's home companion, Mar. 1951) Appl. author: Edward Johnson. © 23Feb51; KK97111.
- It's sheer magic, girls, sheer magic. Starlac nonfat dry milk. (In McCall's, July 1952, p. 57) Appl. author: Linda Card. © 20Jun52; KK97142.
- The kind of mince pie that made Grandpa hug Grandma. Borden's None Such mince meat. (In McCall's, Dec. 1949, p. 42) Appl. author: Edward Johnson. © 25Nov49; KK97141.
- Make 'em in minutes. 70 desserts and treats made with Borden's Eagle brand sweetened condensed milk. (In Parents' magazine, Feb. 1953, p. 101) Appl. author: Edward Johnson. © 25Jan53; KK97098.
- Midsummer magic. Lady Borden black raspberry ice cream. (In the Saturday evening post, Aug. 9, 1952, p. 44) Appl. author: Walter Early. © 6Aug52; KK97123.

More children drink Borden's [homogenized] milk than any other. (In the Saturday evening post, Oct. 11, 1952) Appl. author: Edward Johnson. © 8Oct52; KK97121.

My family loves the taste of your new Starlac, Elsie. (Nonfat dry milk) (In McCall's, Feb. 1952, p. 125) Appl. author: Edward Johnson. © 23Jan52; KK97133.

New, Borden's mayonnaise, Borden's salad dressing. (In Southern California grocers journal, June 13, 1952, p. 5) Appl. author: Keith Ward. © 6Jun52; KK97095.

New, Borden's Starlac nonfat dry milk. (In Ladies' home journal, Mar. 1952, p. 106) Appl. author: Edward Johnson. © 27Feb52; KK97114.

News for cheese users, new Borden's slices. (In Ladies' home journal, Apr. 1952, p. 140) Appl. author: Edward Johnson. © 28Mar52; KK97104.

None Such mince meat. Net wt. 1 lb. 12 ozs. Label. Appl. author: Frank Gianninoto. © 15Oct53; KK96236.

Pass your plate, here's a fresher-tasting cream cheese. (In Ladies' home journal, June 1952, p. 92) Appl. author: Edward Johnson. © 28May52; KK97101.

Quick tricks for a prize casserole supper, from Elsie's food carnival. (Condensed & evaporated milk & instant coffee) (In McCall's, Apr. 1950, p. 67) Appl. author: Edward Johnson. © 31Mar50; KK97134.

The season's feature from Elsie's good food line. Borden's, the creamy cottage cheese. (In Life, Apr. 7, 1952) Appl. author: Walter Early. © 4Apr52; KK97138.

70 desserts and treats. Send 10¢ today for Elsie's new 28-page recipe book in full color. (Instant coffee & condensed milk) (In Life, Mar. 23, 1953) Appl. author: Walter Early. © 20Mar53; KK97137.

Snack 'em or feast 'em, with a fine choice of Borden's fine cheeses. (In Ladies' home journal, Dec. 1950, p. 120) Appl. author: Edward Johnson. © 29Nov50; KK97107.

So tender, so creamy, serve this Lenten hit and they won't miss meat. Borden's cottage cheese. (In Chicago daily tribune, Mar. 4, 1954, p. 15) Appl. author: Jim Hicks. © 4Mar54; KK96232.

Starlac nonfat milk tastes so good, so thrifty too. (In McCall's, Dec. 1951, p. 59) Appl. author: Clifford Hartley. © 23Nov51; KK97105.

Starlac tastes so good, it's a wonderful drink. (Nonfat dry milk) (In McCall's, May 1952, p. 68) Appl. author: Clifford Hartley. © 18Apr52; KK97140.

Stop, look and smack your lips. (Cream cheese varieties) (In Collier's, June 7, 1952, p. 14) Appl. author: Edward Johnson. © 4Jun52; KK97109.

Summer menus made easy with Borden's cheese spreads. Borden's Vera-Sharp. (In the Saturday evening post, Aug. 23, 1952, p. 55) Appl. author: Edward Johnson. © 20Aug52; KK97124.

Taste the chive-ier chives in Borden's chive cream cheese. (In Better living, June 1952, p. 70) Appl. author: Clifford Hartley. © 15May52; KK97118.

Tastes so good, my family drinks Starlac every day. (Nonfat dry milk) (In Ladies' home journal,

Apr. 1952, p. 94) Appl. author: Edward Johnson. © 28Mar52; These two Borden quickies will make you believe in magic. (Condensed milk & instant coffee) (In the Saturday evening post, Oct. 25, 1952) Appl. author: Walter Early. © 22Oct52; KK97099.

They need the children's milk. (Homogenized vitamin D milk) (In Parent's magazine, June 1952, p. 20g) Appl. author: Edward Johnson. © 23May52; KK97115.

3 bright ideas every day, that's my recipe for happy meals. (Cream, cream cheese & ice cream) (In Woman's home companion, June 1951) Appl. author: Edward Johnson. © 18May51; KK97110.

3 exciting recipes from Elsie's new cook book. (Cottage & cream cheese & ice cream) (In Good housekeeping, Oct. 1952) Appl. author: Walter Early. © 20Sep52; KK97128.

Two Borden rewards for clever housewives. None Such mince meat [and] Starlac nonfat dry milk solids. (In Look, Nov. 18, 1952) Appl. author: Walter Early. © 4Nov52; KK97130.

2 sure ways to increase your cheese sales during dairy month. (In Super market merchandising, May 1952, p. 162) Appl. author: Clifford Hartley. © 1May52; KK97096.

Use Borden's None Such mince meat in these Betty Crocker Stir-N-Roll recipes. (In Ladies' home journal, Feb. 1952) Appl. author: Edward Johnson. © 30Jan52; KK97139.

What happens to teen-agers when they grow up? (Cream cheese & cream) (In Woman's home companion, June 1950, p. 15) Appl. author: Walter Early. © 18May50; KK97135.

What's your answer? Is it true that opposites attract each other? (Cheese) (In the New Yorker, May 12, 1951, p. 98) Appl. author: M. Aquino. © 10May51; KK97119.

Why put off till tomorrow what you can enjoy today. Lady Borden strawberry macaroon ice cream. (In Life, May 5, 1952) Appl. author: Walter Early. © 2May52; KK97143.

Wise mothers love to see their children drink it. Borden's chocolate drink. (In the Saturday evening post, Aug. 2, 1952) Appl. author: Walter Early. © 30Jul52; KK97112.

BORDERS, ROY A. ©
Pedigreed for your protection. (Used automobiles & trucks) Label. © 4Jan54; KK93113.

BORG-ERICKSON CORPORATION. ©
An extraordinary new bathroom scale, the Flight, by Borg; model 1500. Sheet. Appl. author: Wallace-Ferry-Hanly Co. © 14Jan54; KK92788.

BOSWELL DAIRIES. ©
Frostone. Enjoy this economical frozen dairy dessert. (Ice cream) (In Fort Worth star-telegram, Fort Worth, Tex., Apr. 27, 1954, p. 18) Appl. author: Thomas L. Yates Advertising Agency. © 27Apr54; KK95813.

BOTANY MILLS, INC. ©
The first place they look, is the last place you want to neglect. Botany brand wrinkle-proof ties. (In the Saturday evening post, Apr. 10, 1954, p. 6) © 7Apr54; KK95642.

- A new slack attack. (In Men's wear, May 14, 1954, p. 75) © 14May54; KK96640.
- Now you can afford that admired appearance. Botany brand 500, tailored by Daroff. (Men's suits) (In Ebony, Apr. 1954, p. 95) © 13Mar54; KK95673.
- Only Botany 500, tailored by Daroff X-Ray tag, reveals the hidden materials ... [Executive & secretary] (Men's suits) (In the New York times magazine, Mar. 7, 1954, p. 80) © 7Mar54; KK95948.
- Only Botany 500, tailored by Daroff X-Ray tag, reveals the hidden materials ... [Man at microphone] (Men's suits) (In Life, Mar. 15, 1954, p. 68) © 12Mar54; KK95643.
- Only Botany 500, tailored by Daroff X-Ray tag, reveals the hidden materials ... [Man carrying brief case in left hand] (Men's suits) (In Life, May 10, 1954, p. 50) © 7May54; KK96639.
- Only Botany 500, tailored by Daroff X-Ray tag, reveals the hidden materials ... [Man with present in right hand] (Men's suits) (In Esquire, Apr. 1954, p. 113) © 10Mar54; KK95947.
- She knits Botany brand no-dye-lot yarns. (In McCall's needlework, spring-summer 1954, p. 2 of cover) © 10Jan54; KK95847.
- She knows Botany. Fashionbilt, too, knows Botany for quality and fashion correctness. (Fabrics) (In Vogue, Feb. 1, 1954, p. 87) © 1Feb54; KK93982.
- She knows Botany. Moordale Junior, too, has long known Botany. (Fabrics) (In Harper's bazaar, Jan. 1954, p. 47) © 1Jan54; KK93281.
- She knows Botany. Philip Mangone, too, has long known the inherent quality of Botany pure woolsens. (In Town & country, Mar. 1954, p. 33) © 1Mar54; KK94152.
- She knows Botany. Swansdown too, has long known Botany. (Fabrics) (In Vogue, Jan. 1954, p. 47) © 1Jan54; KK93282.
- She knows Botany. William Bass, too, has long known Botany. (Fabrics) (In Vogue, Feb. 15, 1954, p. 4) © 15Feb54; KK93983.
- The slacks with the Matador waistline. Botany brand Trews. (In the New Yorker, Apr. 17, 1954, p. 20) © 15Apr54; KK95846.
- BOURNS, MARLAN E., d.b.a. BOURNS LABORATORIES. SEE Bourns Laboratories.
- BOURNS, MARLAN E. SEE Bourns Position Instruments, inc.
- BOURNS LABORATORIES INSTRUMENT SALES CORPORATION. SEE Bourns Position Instruments, inc.
- BOURNS POSITION INSTRUMENTS, INC.: New potentiometer developments. Bulletin no. 4530. Sheet. © Bourns Laboratories, inc.; 22Mar54; KK94878.
- The night before Christmas. (Precision instruments) Pamphlet. Appl. author: Marlan E. Bourns. © Bourns Laboratories Instrument Sales Corp., a.k.a. Bourns; 9Dec53; KK96737.
- Triplot. (Potentiometers) Label. © Marlan E. Bourns, d.b.a. Bourns Laboratories; 2Feb54; KK93334.
- BOWEN, DUNCAN S. © [Pictorial design of formal wearing apparel. Sandwich container] Label. © 6May54; KK96718.
- BOWER, FRANK W., LULA H. BOWER, RALPH H. BOWER AND GERALD F. BOWER, composing the partnership, BOWER MANUFACTURING COMPANY. SEE Bower Manufacturing Company.
- BOWER, GERALD F., RALPH H. BOWER, LULA H. BOWER AND FRANK W. BOWER, composing the partnership, BOWER MANUFACTURING COMPANY. SEE Bower Manufacturing Company.
- BOWER, LULA H., FRANK W. BOWER, RALPH H. BOWER AND GERALD F. BOWER, composing the partnership, BOWER MANUFACTURING COMPANY. SEE Bower Manufacturing Company.
- BOWER, RALPH H., LULA H. BOWER, FRANK W. BOWER AND GERALD F. BOWER, composing the partnership, BOWER MANUFACTURING COMPANY. SEE Bower Manufacturing Company.
- BOWER MANUFACTURING COMPANY. Treasure Bowl. (Coin banks) Label. © Bower Mfg. Co., a partnership of Frank W. Bower, Lula H. Bower, Ralph H. Bower & Gerald F. Bower; 22Apr54; KK95870.
- BOWLER, JOSEPH. More time for fun. SEE General Electric Company.
- BOYD, MAX WENDELL. © Car cot instruction sheet. © 5Jun54; KK97285.
- BOYER, MAXWELL J., AND NELL E. BOYER, forming the partnership NELLY BEE PRODUCTS. SEE Nelly Bee Products.
- BOYER, NELL E., AND MAXWELL J. BOYER, forming the partnership NELLY BEE PRODUCTS. SEE Nelly Bee Products.
- BOYER BROTHERS, INC. © Cup-o-cocoanut. Net weight 1 3/4 ozs. (Candy) Label. Appl. author: W. E. Boyer. © 13May54; KK96289.
- Peanut-butter cup. Net weight 7/8 ozs. (Candy) Label. Appl. author: W. E. Boyer. © 30Apr54; KK96055.
- BRADLEY, MARY MCRAE. Shirtificate. Your gift certificate. (Shirts & ties) Folder. © Mary McRae Bradley & Robert W. Bradley; 2Jan54; KK94777.
- BRADLEY, ROBERT W. SEE Bradley, Mary McRae.
- BRADY (W. H.) COMPANY. © Brady new time-saving card holder, for use with Brady blue streak dispenser cards. Bulletin no. 147-B. Sheet. Appl. author: John A. Pescheck. © 7May54; KK96694.
- Brady self-sticking, card-mounted all-temperature pipe markers. Bulletin no. 135-B. (Tape) Folder. Appl. author: John A. Pescheck. © 10May54; KK96693.
- Brady self-sticking warning stripes. Bulletin no. 143. (Tape) Folder. Appl. author: John A. Pescheck. © 7May54; KK96692.
- BRAGA SHOE COMPANY, INC. © Brag-A-Bout Ezies, for sport and comfort wear. Label. Appl. author: M. B. Claff & Sons, inc. © 22Mar54; KK96390.
- BRAINARD STEEL DIVISION OF SHARON STEEL CORPORATION. SEE Sharon Steel Corporation.
- BRAUN (C. F.) AND COMPANY. © Braun heat-exchangers, type designations. September 1953. Folder. © 4Sep53; KK93794.
- BRAUNSTEIN, ARTHUR, sole owner MER-CHAIN-TEL PUBLISHING COMPANY. SEE Mer-Chain-Tel Publishing Company.
- BREIER (MARCUS) SONS, INC. © Bantamac, America's jacket specialist. (In Daily news record, New York, Apr. 19, 1954, p. 22-23) Appl. author: Carl S. Leeds. © 19Apr54; KK96668.
- BREWERS SCIENTIFIC LABORATORIES. © Cooker Enzymes insures against inefficiency, contamination and strawy flavors. Sheet. Appl. author: A. L. Nugey. © 21Nov50; KK95396.
- Enzmol, for all malt mashes, for malt and prepared flake mashes. (Enzymic compound) Sheet. Appl. author: A. L. Nugey. © 31Dec52; KK95395.
- Nujell, triple-action clarifier, chillproof and polisher. Sheet. Appl. author: A. L. Nugey. © 17Dec53; KK95398.
- What is dry beer? (End-fermented beer & ale) (In Brewers letter, Dec. 1953, p. 4) Appl. author: A. L. Nugey. © 3Dec53; KK93389.
- BRIGGS AND STRATTON CORPORATION. © Again in '53, no. 1 in the world. 4 cycle Briggs & Stratton gasoline engines. (In Time, Feb. 1, 1954, p. 37) Appl. author: Howard Crum. © 28Jan54; KK93423.
- It's the modern world we live in. 4 cycle Briggs & Stratton gasoline engines. (In Time, Mar. 22, 1954, p. 91) Appl. author: Howard Crum. © 18Mar54; KK94887.
- BRIGGS MANUFACTURING COMPANY. © Briggs Beautyware announces a new color, two new lavatories. (Plumbing ware & bathroom fixtures) (In Architectural record, Apr. 1954, p. 62) Appl. author: MacManus, John & Adams, inc. © 1Apr54; KK95779.
- Briggs Beautyware announces a new color, two new lavatories ... (Plumbing ware & bathroom fixtures) (In Domestic engineering, Mar. 1954, p. 275) Appl. author: MacManus, John & Adams, inc. © 1Mar54; KK97184.
- Briggs Beautyware announces a new color, two new lavatories. (Plumbing ware & bathroom fixtures) (In House & home, Apr. 1954, p. 15) Appl. author: MacManus, John & Adams, inc. © 1Apr54; KK97182.
- Briggs Beautyware announces a new color, two new lavatories ... (Plumbing ware & bathroom fixtures) (In Practical builder, Apr. 1954, p. 40) Appl. author: MacManus, John & Adams, inc. © 1Apr54; KK97185.
- Free your investment in any new home more quickly. It's practically sold when you show them two bathrooms of Briggs Beautyware in color. (Plumbing ware & bathroom fixtures) (In NAHB correlator, Nov. 1953, p. 92-94) Appl. author: MacManus, John & Adams, inc. © 1Nov53; KK93208.
- It's so simple to achieve harmony in your bathroom. Briggs Beautyware true colors. (Plumbing ware & bathroom fixtures) Folder. Appl. author: Brindley-Roth, inc. © 1May54; KK97622.
- Keep your customers satisfied with Briggs Beautyware acid-resistant fixtures. (Plumbing ware & bathroom fixtures) (In American builder, Feb. 1953, p. 163) Appl. author: MacManus, John & Adams, inc. © 1Feb53; KK95783.

BRIGGS MANUFACTURING COMPANY. Cont'd.
Plan two bathrooms of Briggs Beautyware. There's no other feeling quite like it ... (Plumbing ware & bathroom fixtures) (In the Saturday evening post, Oct. 31, 1953, p. 164) Appl. author: MacManus, John & Adams, inc. © 31Oct53; KK93207.

Two bathrooms, a must in every modern home. Briggs Beautyware. (Plumbing ware & bathroom fixtures) (In House & home, Nov. 1952, p. 76A) Appl. author: MacManus, John & Adams, inc. © 1Nov52; KK97183.

BRILL (H. C.) COMPANY, INC. ©
Isle of Capri brand pizza pie. Pie mix and sauce. Net wt. 12 1/2 ozs. Label. © 21Oct53; KK93714.

BROOKER SALES, INC. ©
Burns Dry Goods store surrenders all and prepares to quit. Quitting business sale. (Clothing & dry goods) Sheet. © 21May54; KK96873.

Business adjustment sale. (Clothing) (In the Neodesha Kansas daily sun, Jan. 12, 1954) © 12Jan54; KK92912.

Buy for cash, pay less in this all eclipsing downward price crash. Business adjustment sale. Fantles. (Clothing) (In Racine Sunday bulletin, Racine, Wis., May 9, 1954, p. 8-9) © 9May54; KK96872.

Buy for cash, pay less in this all eclipsing downward price crash. Business adjustment sale. Dixon Furn. Appl. (Furniture) Sheet. © 1May54; KK96874.

Buy for cash, pay less in this all eclipsing downward price crash. Business adjustment sale. Toeve's Men's Wear, Newton, Kansas. (Clothing) © 5Jan54; KK92677.

Eight full days of drastic reductions ... Unloading sale. (In Longview morning journal, Jan. 15, 1954, p. 22) (Clothing) © 15Jan54; KK93008.

Fantle's surrenders lease and prepares to vacate. Quitting business sale. (Clothing) (In Racine Sunday bulletin, Racine, Wis., May 23, 1954, p. 8-9) © 23May54; KK96875.

Here's news, front page news you won't forget. Gigantic women's ready to wear complete and absolute liquidation. The Tulsa Woman. (In the Tulsa tribune, Tulsa, Okla., May 10, 1954, p. 11) © 10May54; KK97015.

Here's news, front page news you won't forget. Gigantic women's ready to wear liquidation [sale] (In Tulsa daily world, Tulsa, Okla., May 11, 1954, p. 5) © 11May54; KK96876.

Wilson furniture business adjustment sale. © 12Feb54; KK93777.

BROSSARD, ZILLA. ©
Draw and paint from color slides for pleasure and profit. (Art course) Folder. © 1Feb54; KK93949.

BROWN (CHESTER B.) COMPANY. ©
Best plain Great Northern beans. Contents 15 ozs. avoir. Label. Appl. author: Piedmont Label Co., inc. © 26Feb54; KK96068.

BROWN AND GRAVENSON, INC. ©
Easiest contest to enter. The Watch Co's \$10,000 name the watch contest. Poster. Appl. author: Sidney M. Brownstein. © 16Feb54; KK95300.

Preferred customers gift plan. (Household articles) Folder. Appl. author: Sidney M. Brownstein. © 22Mar54; KK94885.

Preferred customers private announcement, our greatest gift sale. (General merchandise) Folder. Appl. author: Sidney M. Brownstein. © 9Mar54; KK94884.

Richie catalog. 1954. (Electric lamps, house furnishings, glassware & other merchandise) 40 p. Appl. author: Sidney M. Brownstein. © 26Dec53; KK94202.

BROWN BOVERI CORPORATION. ©
Service facilities in the United States, Canada and Mexico. (Power generating & distribution equipment) 6 p. Appl. author: Paul R. Sidler. © 10Feb54; KK93980.

BROWN-FORMAN DISTILLERS CORPORATION. ©
America's guest whisky, there is nothing better in the market. Old Forester Kentucky straight bourbon whisky. (In Town & country, Jan. 1954, p. 2 of cover) Appl. author: Ruthrauff & Ryan, inc. © 1Jan54; KK93672.

Full dress for the holidays. Old Forester Kentucky straight bourbon whisky. (In Life, Dec. 7, 1953, p. 86) Appl. author: Ruthrauff & Ryan, inc. © 7Dec53; KK93827.

Great day, great evening. Old Forester. Kentucky straight bourbon whisky. (In Town & country, Mar. 1954, p. 2 of cover) Appl. author: Ruthrauff & Ryan, inc. © 1Mar54; KK95683.

Presenting America's guest decanter, there is nothing better in the market. Old Forester Kentucky straight bourbon whisky. (In Life, Nov. 3, 1952, p. 130) Appl. author: Ruthrauff & Ryan, inc. © 3Nov52; KK93824.

Slow mash, slowly fermented Early Times Kentucky straight bourbon whisky. (In the McCook daily gazette, May 28, 1954, p. 8) Appl. author: Ruthrauff & Ryan, inc. © 28May54; KK97395.

BROWN-MILLER COMPANY. ©
Delta brand pickles, home style summer dill with garlic. One quart. Label. Appl. author: Ted Drell. © 5Dec52; KK92886.
Rainbo pickles, sweet gherkins. 12 fl. ozs. Label. Appl. author: Ted Drell. © 5Dec52; KK92885.

BROWNING MANUFACTURING COMPANY. ©
Browning chain couplings. Supplement VI69B 1-1-54. Sheet. Appl. author: Laurance Le Wright Browning. © 1Jan54; KK93703.

Browning FHP drives for air conditioning equipment. Form 2039. Sheet. Appl. author: Laurance Le Wright Browning. © 1Apr54; KK95313.

Browning gripbelt sheaves with malleable split taper compression bushings. 22 p. Appl. author: Laurance Le Wright Browning. © 1Jan54; KK93704.

Browning roller chain drives. 19 p. Appl. author: Laurance Le Wright Browning. © 1Jul53; KK93702.

New Browning super gripbelts. Supplement VI36E 1-1-54. Sheet. Appl. author: Laurance Le Wright Browning. © 1Jan54; KK93705.

BRUCE (E. L.) COMPANY. ©
Bruce floor products, the easiest floor care ever. Folder. Appl. author: John Carlyle Fleming. © 22Mar54; KK96785.

Clean and wax wood floors in one operation. Sheet. Appl. author: John Carlyle Fleming. © 15Apr54; KK96787.

Clean linoleum floors the easy Bruce-way. Bruce floor cleaner. Sheet. Appl. author: John Carlyle Fleming. © 15Apr54; KK96784.

How to care for asphalt tile floors. (Asphalt tile cleaner, asphalt tile wax & self-polishing wax) Folder. Appl. author: John Carlyle Fleming. © 1Sep53; KK93660.

How to care for asphalt tile floors. (Head of boy on cover) (Asphalt tile cleaner, asphalt tile wax & self-polishing wax) Folder. Appl. author: John Carlyle Fleming. © 22Mar54; KK96786.

How to keep your wood floors and linoleum beautiful. (Cleaning wax & floor cleaner) Folder. Appl. author: John Carlyle Fleming. © 22Mar54; KK96788.

It cleans, it waxes, it polishes wood floors and linoleum. The Bruce Doozit. Folder. Appl. author: John Carlyle Fleming. © 12Jan54; KK93396.

It cleans, it waxes, it polishes wood floors and linoleum. The Bruce Doozit. Folder. Appl. author: John Carlyle Fleming. © 26Feb54; KK96783.

BRYANT, FREDERICK WILLIAM.
The Tuwick lighter with flints galore for a he-man flame. Sheet. © Frederick W. Bryant; 1Feb54; KK94320.

BUCHBINDER, WILLIS B., d.b.a. BUCHBINDER SERVICE AND REPAIR COMPANY.
SEE Buchbinder Service and Repair Company.

BUCHBINDER BROTHERS. ©
Hard pull? Increasing sales volume. (Florist refrigerator fixtures) Pamphlet. Appl. author: Henry M. Buchbinder. © 10May54; KK96054.

BUCHBINDER SERVICE AND REPAIR COMPANY.
The clock for time, signals ... Syn-Kon-Trol pneumatic-electric clock and signal systems. Folder. © Willis B. Buchbinder, d.b.a. Buchbinder Service & Repair Co.; 7Feb54; KK94805.

BUEGELEISEN AND JACOBSON, INC. ©
Enter B & J's big, exciting European holiday contest. (Musical instruments) Folder. Appl. author: Harold A. Jacobs. © 23Jun54; KK97690.

BUELL, MARJORIE H. ©
Little Lulu three dimensional valentines. Kleenex [tissues] Label. © 10Dec53; KK94736.

BUFFALO WALLOW.
Fruit of the Loom organic soil. Animal, mineral, plant humus. Goodearth potting soil. 1 quart. Label. © Jack Russell Estes & Merle Clara Estes, d.b.a. Buffalo Wallow; 29Jul53; KK97241.

BUGG, LOYAL L. ©
Let's play Cross-Out, Nancy Sasser product Bingo game. (Household articles) Card. © Loyal L. Bugg & Cross-Out Advertising Co.; 1Apr54; KK95549.
Product Bingo game, by Nancy Sasser. (Household articles) (In the Evening star, Washington, D. C., Apr. 8, 1954, p. B-10) © 8Apr54; KK97249.

BULLARD, DE WITT STANLEY. ©
Star of Love chocolate candies. Label. © 5Jun54; KK97284.

BURGESS-MANNING COMPANY. ©
New Burgess-Manning acousti-booth for audiometric testing. Bulletin no. A-133. Sheet. Appl. author: Dudley W. Day. © 27Apr54; KK97027.

BURKE, GERARD F. ©
Up up up, their savings climb too, when they are growing up. Mechanics Cooperative Bank. Sheet. © 14May54; KK97534.

BURNER MAID PRODUCTS COMPANY.

Burner-Maids new disposable insert for modern electric stoves. Envelope. © Romeo Alfieri, sole owner Burner Maid Products Co.; 15Feb54 (in notice: 1953); KK94996.

BURNHAM CORPORATION. ©

Masonry wall layout for attached aluminum Orlyt 10 with one gable end. (Greenhouses) Sheet. Appl. author: Harry William Clute. © 21May54; KK97400.

Masonry wall layout for detached aluminum Orlyt 10 with two gable ends. (Greenhouses) Sheet. Appl. author: Harry William Clute. © 21May54; KK97399.

BURROUGHS CORPORATION. ©

Burroughs 10 column adding-subtracting machine. Sheet. © 10Feb54; KK93699.

BURTONITE COMPANY.

Burtonite no. 7, a new and better gum from Guar seeds. Folder. © Burton H. Greenwood, t.a. Burtonite Co.; 25Mar54; KK96092.

BUXTON, INC. ©

How come pop wanted a Buxton? The Buxton Convertible outlives any other kind of billfold made ... (In Life, June 7, 1954, p. 185) Appl. author: Doyle Dane Bernbach, inc. © 7Jun54; KK97430.

Lady Buxton, best for your money. (Leather goods) (In Ladies' home journal, Nov. 1953, p. 7) Appl. author: Doyle Dane Bernbach, inc. © 28Oct53; KK92366.

Letter-thin, yet it holds everything you need. The distinguished Statesman has the stamp of quality ... (Leather goods) (In the Saturday evening post, June 5, 1954, p. 47) Appl. author: Doyle Dane Bernbach, inc. © 5Jun54; KK97431.

You don't have to open it to put coins in, yet even if you shake it, coins can't fall out. Lady Buxton. (In Ladies' home journal, Apr. 1954, p. 146) Appl. author: Doyle Dane Bernbach, inc. © 29Mar54; KK94910.

BYMART-TINTAIR, INC. ©

A challenge to women who hesitate to color their hair, by Nadine Reynolds. (In Daily news, New York, May 10, 1954, p. 28) Appl. author: Erwin, Wasey & Co., inc. © 10May54; KK97006.

A challenge to women who hesitate to color their hair, by Nadine Reynolds. (In Hartford times, Feb. 15, 1954, p. 45) Appl. author: Erwin, Wasey & Co., inc. © 15Feb54; KK95029.

Gets job in 2 hrs. [Endorsed by] Mrs. Kathleen S. Forrest. (Hair coloring) (In the Hartford times, Apr. 19, 1954, p. 31) Appl. author: Erwin, Wasey & Co., inc. © 19Apr54; KK96073.

Give your husband a gorgeous blonde for Easter. (Hair coloring) (In Life, Apr. 5, 1954, p. 153) Appl. author: Erwin, Wasey & Co., inc. © 2Apr54; KK95363.

Horrified, delighted. [Endorsed by] Mrs. Irene Short. (Hair coloring) (In the Hartford courant, Apr. 4, 1954, p. 21) Appl. author: Erwin, Wasey & Co., inc. © 4Apr54; KK96074.

Let this color-miracle take place in your hair, as it did for Mrs. Donald Franz. (In Portland press herald, Portland, Me., Mar. 31,

1954, p. 21) Appl. author: Erwin, Wasey & Co., inc. © 31Mar54; KK96070.

Let this color-miracle take place in your hair, as it did for Mrs. Irene Short. (In Portland evening express, Portland, Me., Mar. 8, 1954, p. 2) Appl. author: Erwin, Wasey & Co., inc. © 8Mar54; KK94822.

My friend Joan said, I'm crazy about your hair since you colored it. (In Daily mirror, New York, Mar. 8, 1954, p. 27) Appl. author: Erwin, Wasey & Co., inc. © 8Mar54; KK94610.

My husband said, I'm crazy about your hair since you colored it. (In Daily mirror, New York, Mar. 8, 1954, p. 27) Appl. author: Erwin, Wasey & Co., inc. © 8Mar54; KK94612.

Now look 10 to 15 years younger in minutes. Tintair home hair coloring. (In New Haven evening register, Feb. 26, 1954, p. 8) Appl. author: Erwin, Wasey & Co., inc. © 26Feb54; KK95028.

Now, shampoo Tintair hair coloring into your hair. (In Syracuse herald-journal, Syracuse, N. Y., Feb. 15, 1954, p. 10) Appl. author: Erwin, Wasey & Co., inc. © 15Feb54; KK95038.

Now you can banish gray hair forever, by Nadine Reynolds. (In Daily news, New York, Feb. 15, 1954, p. 32) Appl. author: Erwin, Wasey & Co., inc. © 15Feb54; KK94614.

Now you can banish gray hair forever, by Nadine Reynolds. (In Daily mirror, New York, May 3, 1954, p. 26) Appl. author: Erwin, Wasey & Co., inc. © 3May54; KK96277.

Now you can change the color of your hair in minutes. Be a gorgeous blonde, a bewitching redhead ... (In Daily mirror, New York, Feb. 15, 1954, p. 29) Appl. author: Erwin, Wasey & Co., inc. © 15Feb54; KK94615.

Now you can change the color of your hair in minutes, by Nadine Reynolds. Everybody's doing it. (In Daily mirror, New York, May 3, 1954, p. 26) Appl. author: Erwin, Wasey & Co., inc. © 3May54; KK96278.

Now you can color your hair just like nature originally colored every strand, by Nadine Reynolds. (In Daily news, New York, Feb. 15, 1954, p. 32) Appl. author: Erwin, Wasey & Co., inc. © 15Feb54; KK94609.

Now you can color your hair just like nature originally colored every strand, by Nadine Reynolds. (In Reading eagle, Reading, Pa., Apr. 19, 1954, p. 11) Appl. author: Erwin, Wasey & Co., inc. © 19Apr54; KK96276.

Now you can match the youthful color your hair used to be. (In Daily mirror, New York, Feb. 15, 1954, p. 29) Appl. author: Erwin, Wasey & Co., inc. © 15Feb54; KK94613.

Only Tintair hair coloring assures that even, natural look. (In Rochester times-union, Rochester, N. Y., Feb. 15, 1954, p. 12) Appl. author: Erwin, Wasey & Co., inc. © 15Feb54; KK95039.

Stops aging hair. (Hair coloring) (In Chicago sun-times, Feb. 15, 1954, p. 38) Appl. author: Er-

win, Wasey & Co., inc. © 15Feb54; KK95280.

We'll give you free Tintair home hair coloring, to prove you can look 10 to 15 years younger in minutes. (In Newark evening news, Newark, N. J., Jan. 6, 1954, p. 26) Appl. author: Erwin, Wasey & Co., inc. © 6Jan54; KK94611.

Where do you begin to lose your youth? (Hair coloring) (In Chicago sun-times, Feb. 15, 1954, p. 38) Appl. author: Erwin, Wasey & Co., inc. © 15Feb54; KK95279.

Who is she? Mrs. Donald Franz, glamorous mother of five of Long Island. (Hair coloring) (In the Hartford times, Apr. 13, 1954, p. 19) Appl. author: Erwin, Wasey & Co., inc. © 13Apr54; KK96072.

Who is she? Mrs. Jeanne Logan of Rumson, New Jersey. (Hair coloring) (In the Hartford times, Apr. 6, 1954, p. 34) Appl. author: Erwin, Wasey & Co., inc. © 6Apr54; KK96071.

BYRNE, WILLIAM L. ©

Spell it game. (Soft drinks & edibles) Folder. © 29Mar54; KK95026.

BYRNE PRODUCTS, INC. ©

The story of C-Tone, the only natural vitamin C liquid extract. Folder. Appl. author: Kelly-Nason, inc. © 15Jan54; KK93174.

C**C. A. A. SPECIALTIES.**

Speaker's crutch. (Novelty) Label. © Samuel E. Blizzard, d.b.a. C. A. A. Specialties; 19Nov53; KK92676.

CBS-HYTRON, division of COLUMBIA BROADCASTING SYSTEM, INC. SEE Columbia Broadcasting System, inc.

C-R-I CONTROL COMPANY.

Bismocain, for intramuscular injection only. (Medicine) Label. © C-R-I Control Co., Alfred Anthony Storey, sole owner; 15Feb54; KK95303.

CAIRNS, HENRY W., d.b.a. ROX PRODUCTS COMPANY. SEE Rox Products Company.

CALGON, INC. ©

Coraid, supplemental corrosion inhibitor, for treatment of recirculating cooling waters. Product bulletin no. 51-2. Sheets. © 2Jan54; KK94263.

Instruction booklet for installation and use of the no. X-3 Micromet Feeder. (Water treatment equipment) 3 p. © 25Nov53; KK94265.

Micromet and Micromet feeders. Illustrated price list. (Water treatment equipment) Folder. © 28Jan54; KK94266.

Micromet treatment of recirculating cooling-water systems. 1954 ed. 7 p. © 18Jan54; KK94267.

Now you can make accurate water-hardness tests in one minute, with the Calgon Speedy-Kit for testing water hardness. Sheet. © 5Mar54; KK94340.

Tone-up your Zeolite water softener with Zeotone. (Water treatment chemical) 4 p. © 5Jan54 (in notice: 1953); KK94264.

CALIFORNIA CUSTOM ACCESSORIES MANUFACTURING COMPANY. ©

Customize in 55 minutes any 1949-50 Ford, with California Custom's

CALIFORNIA CUSTOM ACCESSORIES MANUFACTURING COMPANY. Cont'd.

grille conversion kit. (Auto accessories) Sheet. Appl. author: Alex Kraus. © 15Apr54; KK97538.

CALUMET AND HECLA, INC.

There is a difference in tubing, tubemanship is that difference. Sheet. Appl. author: Arthur J. Brooks. © Wolverine Tube Division of Calumet & Hecla, inc.; 22Mar54; KK94669.

CALVERT DISTILLERS CORPORATION. ©

New short drink that's long on flavor. Calvert Lo-Ball. [Barman] (In Daily news, New York, May 7, 1954, p. 65) © 7May54; KK96402.

CAMPBELL, JOHN GOODWILL. ©

Nip-and-Tuck wearing apparel. Label. © 14Sep53; KK93936.

CANADIAN SCHENLEY, LTD. ©

Make mine 909. No, garcon. J'ai dit. (Whiskey) (In Foreign service journal, Nov. 1953, p. 2 of cover) Appl. author: McCann Erickson, inc. © 9Nov53; KK94037.

Make mine 909. No, paisan. Io dico. (Whisky) (In Foreign service journal, Feb. 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © 8Feb54; KK94038.

CANNON MILLS, INC. ©

Now beds almost make themselves with Cannon fitted sheets. (In Life, Sept. 21, 1953, p. 2 of cover) Appl. author: Young & Rubicam, inc. © 18Sep53; KK94962.

Sale, Cannon percale sheets. Now during August sales ... (In the Detroit news pictorial magazine, Aug. 2, 1953, p. 15) Appl. author: Young & Rubicam, inc. © 2Aug53; KK94076.

Sale, Cannon percale sheets. Save on fitted sheets, flat sheets ... (In Life, Dec. 28, 1953, p. 16) Appl. author: Young & Rubicam, inc. © 24Dec53; KK94450.

Why are Cannon Duralite percales a better buy than heavy-duty muslin? [Endorsed by] Mrs. Doris Kramser. (Sheets) (In Hotel management, Feb. 1954, p. 101) Appl. author: Young & Rubicam, inc. © 10Feb54; KK96032.

Why are Cannon Duralite percales a better buy than heavy-duty muslin? [Endorsed by] Mrs. Margaret Carvajal. (Sheets) (In Hotel world review, Nov. 7, 1953, p. 98) Appl. author: Young & Rubicam, inc. © 7Nov53; KK94958.

Why are Cannon Duralite percales a better buy than heavy-duty muslin? [Endorsed by] Nora White. (Sheets) (In Hotel management, Aug. 1953, p. 113) Appl. author: Young & Rubicam, inc. © 10Aug53; KK94961.

CANTRELL AND COCHRANE CORPORATION. ©

Come on out from behind those bottles. Super Coola. (Soft drink) Pamphlet. Appl. author: Ted Bates & Co. © 1Mar54; KK95110.

Only Super soft drinks in cap-top cans give you all 12 advantages. Super Coola. (In the Philadelphia inquirer, Feb. 12, 1954, p. 30a) Appl. author: Ted Bates & Co. © 12Feb54; KK93744.

Sick and tired of lugging bottles? Now buy your favorite soft drinks in cap-top cans. Super Coola. (In Los Angeles herald & express, Jan. 28, 1954, p. A-16) Appl. author: Ted Bates & Co. © 28Jan54; KK95086.

CAPITAL PAPER COMPANY. ©

Admiral decorate the Christmas tree contest. Win \$1,000.00 and an Admiral 27-inch TV. (Appliances) Sheet. © 15Nov53; KK92513.

CAR FRESHNER COMPANY. SEE Schmamm, Julius.

CARLING BREWING COMPANY. ©

Better than beer, can it be? Try Carling's Red Cap ale and see. [Four delivery men] (In the New Yorker, Mar. 20, 1954, p. 110) Appl. author: Benton & Bowles, inc. © 18Mar54; KK94678.

Better than beer, can it be? Try Carling's Red Cap ale and see. [Man putting ale in ice box; woman watching] (In the New Yorker, Apr. 24, 1954, p. 130) Appl. author: Benton & Bowles, inc. © 22Apr54; KK97176.

Better than beer, can it be? Try Carling's Red Cap ale and see. [Man storing ale on shelves] (In the New Yorker, Apr. 17, 1954, p. 116) Appl. author: Benton & Bowles, inc. © 15Apr54; KK96651.

Better than beer, can it be? Try Carling's Red Cap ale and see. [Three delivery men] (In the New Yorker, Feb. 27, 1954, p. 87) Appl. author: Benton & Bowles, inc. © 25Feb54; KK94677.

I bagged him just as he was taking off with my last bottle of Carling's ale. (In the New Yorker, Feb. 20, 1954, p. 87) Appl. author: Benton & Bowles, inc. © 18Feb54; KK94675.

Let's skip the build-up Jarvis, pour the Carling's ale. (In the New Yorker, Mar. 13, 1954, p. 107) Appl. author: Benton & Bowles, inc. © 11Mar54; KK94676.

Thank goodness it was only the Ming vase, I thought you dropped the Carling's ale. (In the New Yorker, Mar. 27, 1954, p. 121) Appl. author: Benton & Bowles, inc. © 25Mar54; KK94866.

CARNATION COMPANY. ©

Imagine, a milk that whips. (Evaporated milk) (In Life, May 17, 1954, p. 10) Appl. author: A. Culver Boyd, Jr. © 17May54; KK96347.

Mommy, it's Carnation time. Evaporated milk. (In Life, Feb. 15, 1954, p. 50) Appl. author: A. Culver Boyd, Jr. © 15Feb54; KK93764.

My doctor said Carnation. Evaporated milk. (In Life, June 7, 1954, p. 195) Appl. author: A. Culver Boyd, Jr. © 7Jun54; KK97093.

CAROLINA CHEMICALS, INC. ©

6 %o chlordane dust or spray. Flight brand. Net contents 4 lbs. Label. Appl. author: The Herald Press. © 23Feb54 (in notice: 1953); KK93925.

CARON CORPORATION. ©

Fleur de lis. (Face cream & powder) Sheet. © 15Mar54; KK94708.

La Grande beaute de Caron. (Face cream & powder) (In Town & country, June 1954, p. 19) Appl. author: Parfums Caron. © Caron Corp., d.b.a. Caron; 1Jun54; KK96897.

CARPENTER (J. C.) COMPANY.

XL detergent, the modern dishwashing liquid. Contents 16.5 fluid oz. Label. © John Colby Carpenter, d.b.a. J. C. Carpenter Co.; 9Feb54; KK94813.

CARPENTER, JOHN COLBY, d.b.a. J. C. CARPENTER COMPANY. SEE Carpenter (J. C.) Company.

CARPENTER STEEL COMPANY. ©

Carpenter service bulletin. Folder. Appl. author: George E. Brumbach. v. 3, no. 16. © 27Jan54; KK93598.

v. 3, no. 17. © 7Jun54; KK97039.

Carpenter super speed star high speed steel. Folder. Appl. author: Walter A. Schlegel. © 25Mar54; KK95005.

CARR-CONSOLIDATED BISCUIT COMPANY. ©

Crackin' good cowboy cookies. Net weight 8 1/2 oz. Label. Appl. author: Jim Nash. © 11Jan54 (in notice: 1953); KK92779.

CARRERO, BALTAZAR. ©

Rosal [musical records] Label. © 10Feb54; KK93536.

CARTER, ROBERT JAY. ©

New easy 2 color rope system. Play scout knot tying kit. (Toy or hobby) Label. © 14Jan54; KK92775.

CARTER, WILLIAM M. ©

Easy to use and clean, light to handle. Kwik-Kut [metal cutters] Label. © 1Jun54; KK97017.

CARTER MOTOR COMPANY. ©

Now in more demand than ever, Carter rotary power supplies. Why rotary power? (In Jobber news, Jan. 1954, p. 16) © 6Jan54; KK93400.

CARTER PRODUCTS, INC. ©

Arrid Super Spray [deodorant] Net wt. 1.2 fl. oz. Label. © 12May54; KK96822.

CASARD FURNITURE MANUFACTURING CORPORATION. ©

Marbelite, designed by Casard. Label. Appl. author: Arthur Cas-sell. © 15May54; KK96751.

CASCO PRODUCTS CORPORATION. ©

Only Casco gives you all the advantages of ironing with steam. (In McCall's, Mar. 1954, p. 64) Appl. author: Norman D. Waters. © 1Mar54; KK93998.

CASTILLE, FRANK A., AND GLADE B. BILBY, sole owners, JUNIOR CHEF COMPANY. SEE Junior Chef Company.

CASTRO, ARTURO. ©

Practical Spanish by the rational system. (Correspondence course) Pamphlet. © 25May54; KK97401.

CASTRO DECORATORS, INC. ©

The chair you've wanted, amazingly low priced. Castro Lounger. (In Daily news, New York, Nov. 20, 1953, p. 37ML) © 20Nov53; KK95050.

First time at this low price ... The unexcelled Castro Convertible [sofa-bed] \$159. (In Sunday news, New York, Jan. 10, 1954, p. 38) © 10Jan54; KK95049.

Introducing for the first time ever ... Castro Convertible ottoman. (Bed) (In Sunday news, New York, Dec. 20, 1953, p. 40-41) © 20Dec53; KK95052.

Sale, three rarely advertised styles ... The Futura, the Fairfield, the Manhattan. Castro Convertibles. (Sofa-beds) (In Sunday news, New York, Feb. 21, 1954, p. 22) © 21Feb54; KK95051.

CATALINA, INC. AND J. B. WILLIAMS COMPANY, d.b.a. SKOL. SEE Skol.

CATECHETICAL GUILD EDUCATIONAL SOCIETY. ©

Little Catholic coloring box. [No.] 050-B. Label. Appl. authors: Catechetical Guild Educational Society & Artists & Writers Guild, inc. © 20Oct53; KK92871.

CATERPILLAR TRACTOR COMPANY. ©

Announcing a \$10,000 guarantee on used equipment. (In Engineering news record, Apr. 8, 1954, p. 64-65) Appl. author: N. W. Ayer & Son, inc. © 8Apr54; KK96719.

Buy used [farm] equipment from your Caterpillar dealer, backed by a bond. (In Farm Journal, Apr. 1954, p. 7) Appl. author: Robert Richard Backlund. © 15Mar54; KK95182.

CAVALIER CORPORATION. ©

This furniture is made with genuine Lignabond. Bonded wood paneling. Label. Appl. author: William G. Raoul. © 29Dec53; KK93527.

CELLO-MASTERS, INC. ©

Cash in on the big Cutex Cute Tomato promotion. (Cellophane packaging) (In the Packer, May 8, 1954, p. 34) Appl. author: David E. Rothschild. © 8May54; KK96536.

Here's how you can cash in on the big tomato glamor program. (Cellophane packaging) Folder. Appl. author: David E. Rothschild. © 7May54; KK96535.

CELLULAR PRODUCTS COMPANY. ©

Aerofill, lightweight, thermal insulating aerated concrete. Folder. © 11Feb54 (in notice: 1953); KK93562.

Bubble Tone non-irritant mouth wash. Cont. 16 fl. oz. Label. Appl. author: J. C. Hoffman. © 20Jan54; KK94712.

CENTURY LIFE INSURANCE COMPANY. ©

And now ... the new, revolutionary Insur'all policy. Folder. Appl. author: Myron Ray Johnson. © 4Mar54; KK94372.

Will pay at its home office ... (Insurance policy) Sheets. Appl. author: Myron Ray Johnson. © 4Mar54; KK94371.

CENTURY PLASTIC PRODUCTS, INC. ©

The Puritan 600 solid toilet seat molded of Puralite, a quality seat at an economy price. Sheet. Appl. author: Arthur Cleland Palm. © 9Jan54; KK92729.

CERAMIC ART SUPPLY, INC. ©

No furnace required. Vit-Kit, vitreous porcelain enameling on copper. Label. Appl. author: B. A. Downs. © 29Dec53; KK93751.

CERTIFIED GROCERS OF ILLINOIS, INC. ©

Certified pullet country eggs. Half dozen. [Fanciful man] Label. Appl. author: Henry Vinci. © 19Jan53; KK95101.

Country's Delight enriched bread. Wt. 1 lb. [Fanciful man] Label. Appl. author: Henry Vinci. © 11May53; KK95103.

Country's Delight pasteurized process cheese spread. Net wt. two lbs. Label. Appl. author: Henry Vinci. © 23May53; KK95102.

CERTIFIED PROFESSIONAL PRODUCTS LABORATORY. ©

Relaxogrip, new all-weather grip formula for sure, relaxed grip. (Sportsman's rosin dispenser) Label. Appl. author: Louis R. Pritikin. © 26Jan54; KK93558.

CESCO. ©

Cesco industrial magnetic plate, a non-electric magnetic separator. Bulletin 230. Folder. Appl. author: Donald E. Stem. © 6Apr53; KK93798.

Cesco permanent empty can eliminator, a non-electric magnetic separator. Bulletin 502. Folder. Appl. author: Donald E. Stem. © 24Mar53; KK93799.

Cesco permanent magnetic duct, a non-electric magnetic separator. Bulletin 305. Folder. Appl. author: Donald E. Stem. © 6Apr53; KK93797.

Cesco permanent magnetic pulley, a non-electric magnetic separator. Bulletin 606. Folder. Appl. author: Donald E. Stem. © 17Feb54; KK93765.

Cesco sanitary sausage trap, a completely sanitary magnetic separator. Bulletin 191. Folder. Appl. author: Donald E. Stem. © 24Mar53; KK93800.

CHACON (R. L.) CHEMICAL COMPANY. ©

Doc Cha-Kem-Co shows you what to do about garden pests. (Insecticides) Sheet. Appl. author: Ralph L. Chacon. © 15Oct53; KK93574.

CHAIKEN, HYMAN F. ©

Hints for denture wearers. Sheet. © 28May54; KK96978.

Key to ideal full denture prosthesis. Folder. © 26Jan54; KK93522.

CHARLIE CHIPS SERVICE.

Howdy folks: My name's Charlie Chips. (TV & radio advertising service) © David D. Fishback, t.a. Charles Chips Service; 28Mar54; KK95895.

CHEF AID.

Chef Aid brand golden cream corn. Net contents 6 pounds, 12 ounces. Label. © Chef Aid, Joseph N. Hardy, sole owner; 1Feb54; KK93442.

CHEF JONI'S PRODUCTS. ©

Flavorsal. Contents: 2 oz. net. (Flavoring salt) Label. Appl. author: John S. Hopkins. © 24Dec53; KK92384.

CHEM PRODUCTS COMPANY.

Chem-Flo makes your engine go. Contents one U. S. quart. (Crankcase & fuel tank additive) Label. © Harry J. Symonds & Thelma L. Symonds, d.b.a. Chem Products Co.; 10Apr54; KK95258.

CHESEBROUGH MANUFACTURING COMPANY. ©

Rusty and Dusty. (Vaseline hair tonic) Appl. author: McCann-Erickson, inc. Rusty and Dusty are guests of the admiral and his daughter Kathy ... © 17Jan54; KK94020.

Rusty and Dusty examine the new fighter plane XC2 ... © 7Mar54; KK95148.

CHICAGO HARDWARE FOUNDRY COMPANY. ©

New flare design, luxurious amber forever solid bronze. (Tables & chairs) Sheet. © 14Jan54; KK93749.

CHICAGO SHOW PRINTING COMPANY.

Garry Moore on television, now selling Mystik brand tape Self-Stik cloth for you. (In Hardware age, Feb. 4, 1954, p. 42-43) Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 4Feb54; KK93497.

Guard against surface scratch. Mystik brand Self-Stik Protecto-Mask. (In Time, Jan. 18, 1954, p. 86) Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 14Jan54; KK93157.

It takes miles of Thinflex to build the DC-7. Mystik brand Self-Stik Thinflex masking tape. (In Time, Feb. 8, 1954, p. 95) Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 4Feb54; KK93730.

Mystik brand Self-Stik masking tape, deal M. (In American paint and wallpaper dealer, Apr. 1954, p. 109) Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 15Mar54; KK95044.

Paint stores, with Garry Moore and Mystik tape you're sittin' on top of the world. (In American paint and wallpaper dealer, Mar. 1954, p. 6) Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 15Feb54; KK95045.

Save time, save tape, with exclusive new Measure-Mark. Mystik brand Self-Stik Flexstron. (In Time, Dec. 7, 1953, p. 117) Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 3Dec53; KK93158.

There's nothing gentle about the point-of-sale. (Advertising displays, banners, booklets) (In Advertising age, Nov. 16, 1953, p. 83) Appl. author: George H. Hartman Co. © Chicago Show Printing Co.; 16Nov53; KK93140.

CHICKEN OF THE SEA., INC., a wholly owned subsidiary of VAN CAMP SEA FOOD COMPANY, INC. SEE Van Camp Sea Food Company, inc.

CHILDERS, ROBERT L. ©

Fat Boy. (Food) Folder. © 10May54; KK96818.

CHIPPO ENVELOPE COMPANY.

[Chipmunk] Label. © Catherine Coakley Tupper, d.b.a. Chippo Envelope Co.; 30Mar54; KK96915.

CHIROPODY SUPPLY HEADQUARTERS, INC. ©

Chiro Met-Pillo, for relief of painful callouses and pain at the ball of the foot. Folder. Appl. author: Donald K. Cardy. © 9Apr54; KK95385.

CHIZEWER, CHARLES M. AND JACK E.

CHIZEWER, forming the co-partnership LOGAN ELECTRIC SPECIALTY MANUFACTURING COMPANY. SEE Logan Electric Specialty Manufacturing Company.

CHIZEWER, JACK E. AND CHARLES M.

CHIZEWER, forming the co-partnership LOGAN ELECTRIC SPECIALTY MANUFACTURING COMPANY. SEE Logan Electric Specialty Manufacturing Company.

CHRISTIAN, FLORENCE B. ©

Chris's home made french dressing. Label. © 1Mar54; KK96884.

CHRYSLER CORPORATION. ©

The forward look, it brings you the best 5 cars in the U. S. A. (In the Port Huron times herald, Port Huron, Mich., June 23, 1954, p. 16) Appl. author: McCann-Erickson, inc. © 23Jun54; KK97616.

Theirs is the hard-earned job of command. (Automobiles) (In the Quartermaster review) Appl. author: McCann Erickson, inc. © 1Jan54; KK94045.

CHUMLEA'S LABORATORIES. ©

New butter-making champion of the world says, Chumlea's starter helped us win. (In Dairy record, Feb. 17, 1954, p. 2 of cover)
Appl. author: L. W. Chumlea.
© 17Feb54; KK94593.

CIRCUS CORPORATION. ©

Circus brand grapefruit drink.
[Yellow clown] Label.
© 12Feb54; KK94243.

Circus brand orange drink. [Green clown] Label. © 12Feb54;
KK94244.

Circus brand Pink Elephant. Luscious fruit drink. © 12Feb54;
KK94245.

CIVIL SERVICE EMPLOYEES INSURANCE UNION. ©

Less than 3¢ a day protects you against 1,001 risks. Folder.
Appl. author: James C. Knollin.
© 15Apr54; KK96775.

CLAFF (M. B.) AND SONS, INC. ©

Water Wonderland moccasins and sandals. Label. © 18Mar54;
KK96388.

CLAIROL, INC. ©

An album of beautiful hair colors.
Miss Clairol shade selector chart.
Hair Color Bath. Folder. Appl. author: Richard L. Gelb.
© 1Apr54; KK95310.

Better all 4 ways, always. Miss Clairol Hair Color Bath. (In Modern beauty shop, Feb. 1954, p. 3)
Appl. title: Read why leading hairdressers say ... Appl. author: Robert W. Orr & Associates, inc. © 25Jan53 (in notice: 1954);
KK93900.

Carefully read all directions ... Beautiful blonde hair with Clairolite creme hair lightener. Folder. Appl. author: Richard L. Gelb. © 20Feb54; KK93928.

Clairol Sun Tips Parisienne. (Hair preparation) Label. Appl. author: Richard L. Gelb. © 15Apr54;
KK95649.

Here is the one way you can look 10 years younger in 30 minutes. Miss Clairol Hair Color Bath. (In Daily news, New York, May 3, 1954, p. 41)
Appl. author: Robert W. Orr & Associates, inc. © 3May54; KK96453.

Here is the one way you can look 10 years younger in 30 minutes. Miss Clairol Hair Color Bath. (In Daily news, New York, May 3, 1954, p. 41)
Appl. author: Robert W. Orr & Associates, inc. © 3May54;
KK96157.

How does a man tell how old you are? Miss Clairol Hair Color Bath. (In Daily news, New York, Apr. 26, 1954, p. 35)
Appl. author: Robert W. Orr & Associates, inc. © 26Apr54; KK96096.

It's like being born all over again with beautiful hair. That's the miracle of Clairol Hair-So-New. [Girl holding container against right cheek; full page] (In the Kansas City times, Oct. 22, 1953, p. 14)
Appl. author: Robert W. Orr & Associates, inc. © 22Oct53;
KK94120.

It's like being born all over again with beautiful hair. That's the miracle of Clairol Hair-So-New. [Girl holding container against right cheek; 2 columns wide] (In the Kansas City times, Nov. 12, 1953, p. 16)
Appl. author: Robert W. Orr & Associates, inc. © 12Nov53; KK94117.

It's like being born all over again with beautiful hair. That's the miracle of Clairol Hair-So-New. [Girl holding container in front of face] (In the Kansas City times, Oct. 29, 1953, p. 14)
Appl. author: Robert W. Orr & Associates, inc. © 29Oct53;
KK94119.

It's like being born all over again with beautiful hair. That's the miracle of Clairol Hair-So-New. [Girl holding container to left side of face] (In the Kansas City times, Nov. 5, 1953, p. 16)
Appl. author: Robert W. Orr & Associates, inc. © 5Nov53; KK94116.

It's like being born all over again with beautiful hair. That's the miracle of Clairol Hair-So-New. [Girl holding container to right side of face] (In the Kansas City star, Oct. 30, 1953, p. 20)
Appl. author: Robert W. Orr & Associates, inc. © 30Oct53;
KK94118.

It's like being born all over again with beautiful hair. That's the miracle of Clairol's new Hairdew. Cosmetic department, Cunningham's. [Girl holding container to right side of face] (In Detroit free press, Aug. 10, 1953, p. 20)
Appl. author: Robert W. Orr & Associates, inc. © 10Aug53;
KK92502.

It's like being born all over again with beautiful hair. That's the miracle of Clairol's new Hairdew. [Girl holding container to right side of face] (In Detroit free press, Sept. 14, 1953, p. 29)
Appl. author: Robert W. Orr & Associates, inc. © 14Sep53;
KK92503.

It's like being born all over again with beautiful hair. That's the miracle of Clairol's new Hairdew. [Girl holding container to right side of face; full page ad.] (In Detroit free press, Aug. 3, 1953, p. 21)
Appl. author: Robert W. Orr & Associates, inc. © 3Aug53;
KK92504.

New Sun Tips Parisienne. [Directions] (Hair preparation) Folder. Appl. author: Richard L. Gelb. © 20Mar54; KK94685.

Read this letter, it changed a woman's life. Miss Clairol Hair Color. (In Daily news, New York, Apr. 28, 1954, p. 60)
Appl. author: Robert W. Orr & Associates, inc. © 28Apr54; KK96095.

Read this letter, it changed a woman's life. Miss Clairol Hair Color Bath. (In Los Angeles times, Apr. 26, 1954, p. 3)
Appl. author: Robert W. Orr & Associates, inc. © 26Apr54; KK96211.

Read why leading hairdressers say, Miss Clairol is better all 4 ways. Hair Color Bath. [Endorsed by] Emile [and 3 others] (In Modern beauty shop, Jan. 1954, p. 3)
Appl. author: Robert W. Orr & Associates, inc. © 24Dec53 (in notice: 1954); KK93901.

Read why leading hairdressers say, Miss Clairol is better all 4 ways. Hair Color Bath. [Endorsed by] Thomas Colesant [and 3 others] (In Modern beauty shop, Nov. 1953, p. 3)
Appl. author: Robert W. Orr & Associates, inc. © 25Oct53;
KK93902.

Which hair coloring method can a woman really trust? Miss Clairol Hair Color Bath. (In Daily news, New York, May 10, 1954, p. 33)

Appl. author: Robert W. Orr & Associates, inc. © 10May54;
KK96346.

CLAMP NAIL COMPANY. ©

Have a better product at lowest cost with Clamp nails, wood joint fastener. Folder. © 1Mar53;
KK94331.

CLAPPER, MELVIN C. ©

Bun Dog deep fry batter mix. Net weight 1 pound. Label.
© 30Jan54; KK93235.

CLARK GRAVE VAULT COMPANY. ©

When you are the one who must know what to do. (In the Saturday evening post, Mar. 13, 1954, p. 78)
Appl. author: Randal S. West.
© 13Mar54; KK95344.

CLAYTON (A. C.) PRINTING COMPANY. ©

Nite-Aires leisure lovelies. Fine footwear. (Shoe carton wraps) Label. © 24Dec53; KK92386.

CLOROX CHEMICAL COMPANY. ©

Clorox-clean linens not only look cleaner, they are cleaner. (Household bleach & disinfectant) (In San Francisco call-bulletin, Feb. 4, 1954, p. 23)
Appl. author: Honig-Cooper Co. © 4Feb54;
KK96287.

Clorox is America's largest-selling bleach and household disinfectant. (In the Progressive grocer, Mar. 1954, p. 94)
Appl. author: Honig-Cooper Co. © 1Mar54;
KK94894.

Clorox is no. 1, and still growing in popularity. (Household bleach & disinfectant) (In the Progressive grocer, Feb. 1954, p. 133)
Appl. author: Honig-Cooper Co. © 1Feb54; KK94138.

For looks, for safety, I want my linens Clorox-clean. (Household bleach & disinfectant) (In San Francisco call-bulletin, Mar. 11, 1954, p. 31)
Appl. author: Honig-Cooper Co. © 11Mar54;
KK94895.

I depend on Clorox for real cleanliness. (Household bleach & disinfectant) (In San Francisco call-bulletin, Apr. 8, 1954, p. 16)
Appl. author: Honig-Cooper Co. © 8Apr54; KK96127.

I use Clorox every time for added health protection. (Household bleach & disinfectant) (In San Francisco call-bulletin, Apr. 22, 1954, p. 26)
Appl. author: Honig-Cooper Co. © 22Apr54;
KK96128.

I use Clorox for health protection as well as whiteness. (Household bleach & disinfectant) (In San Francisco call-bulletin, Mar. 25, 1954, p. 26)
Appl. author: Honig-Cooper Co. © 25Mar54;
KK96126.

I want my linens sanitary as well as white. (Household bleach & disinfectant) (In San Francisco call-bulletin, Jan. 7, 1954, p. 18)
Appl. author: Honig-Cooper Co. © 7Jan54; KK93618.

Laundrying with Clorox means a cleaner, safer wash. (Household bleach & disinfectant) (In San Francisco call-bulletin, May 13, 1954, p. 27)
Appl. author: Honig-Cooper Co. © 13May54;
KK96826.

More women use Clorox in laundrying and house cleaning than any other product in its field. (Household bleach & disinfectant) (In the Progressive grocer, Jan. 1954, p.

71) Appl. author: Honig-Cooper Co. © 1Jan54; KK94137.

Sales of Clorox, America's no. 1 choice, are higher than ever. (Household bleach & disinfectant) (In the Progressive grocer, May 1954, p. 145) Appl. author: Honig-Cooper Co. © 1May54; KK96827.

Snowy-whiteness is only one reason why I use Clorox. (Household bleach & disinfectant) (In San Francisco call-bulletin, Jan. 21, 1954, p. 32) Appl. author: Honig-Cooper Co. © 21Jan54; KK93617.

You get more whiteness when you use Clorox. (Household bleach & disinfectant) (In San Francisco call-bulletin, Feb. 25, 1954, p. 26) Appl. author: Honig-Cooper Co. © 25Feb54; KK94893.

COAST-TO-COAST STORES, CENTRAL ORGANIZATION, INC. ©

Coast-to-coast stores fall sale. (Hardware, housewares, sporting goods, farm & automotive supplies) 47 p. Appl. author: Irvin Rose. © 12Oct53; KK92547.

Coast-To-Coast Stores storewide sale. (Hardware, housewares, sporting goods, farm & automotive supplies ...) Appl. author: Irvin Rose. © 11Jan54; KK93216.

COBB, ALPHONSO HAMILTON, JR. ©

Old Virginia Brunswick stew, packed by Blue Ridge Terrace Inn. Net wt. 16 oz. Label. © 21May54; KK96973.

COCA-COLA BOTTLING COMPANY OF NEW YORK, INC. ©

Two great men and a great idea. [50th anniversary ad] (Soft drink) (In New York herald tribune, Apr. 19, 1954, p. 4) Appl. author: D'Arcy Advertising Co. © 19Apr54; KK96741.

COCA-COLA BOTTLING COMPANY OF WATERTOWN, SOUTH DAKOTA. ©

Coca-Cola Bottling Co. of Watertown announces big bottle cap contest. (Soft drink) Sheet. © 8Mar54; KK96576.

COCA-COLA COMPANY. ©

Add-on sales add up fast, when customers get out for Coke. [Gas station attendant; customer examining tires] (In the Gasoline retailer, Apr. 7, 1954, p. 11) Appl. author: D'Arcy Advertising Co. © 7Apr54; KK95825.

After the prom, it's Coke time.

[Teen agers at fountain table] (Soft drink) (In Collier's, Feb. 5, 1954, p. 11) Appl. author: D'Arcy Advertising Co. © 22Jan54; KK94288.

Any time is time for Coca-Cola, but

now on WCVS it's Coke time starring Eddie Fisher. (Soft drink) (In Illinois State register, Jan. 4, 1954, p. 12) Appl. author: D'Arcy Advertising Co. © 4Jan54; KK96745.

At Christmas we serve lots of Coke,

in the bottle naturally. [Woman & boy with groceries] (Soft drink) (In Daily mirror, New York, Dec. 17, 1953, p. 53) Appl. author: D'Arcy Advertising Co. © 17Dec53; KK93091.

Big party week-end, with lots of

Coke in the bottle. [Valentine scene] (Soft drink) (In Daily news, New York, Feb. 11, 1954, p. 58) Appl. author: D'Arcy Advertising Co. © 11Feb54; KK94286.

Bill Willis, all-star guard of the professional Cleveland Browns, makes his pauses count with delicious, refreshing Coca-Cola. (Soft drink) (In the Louisiana weekly, Dec. 12, 1953, p. 3-B) Appl. author: D'Arcy Advertising Co. © 12Dec53; KK93094.

Buy Coke in the new 12-bottle carton. [Mother & boy at car] (Soft drink) (In the Macon news, Jan. 7, 1954, p. 14) Appl. author: D'Arcy Advertising Co. © 7Jan54; KK95832.

Coke in her hand means money in your pocket. [Woman shopper with cart] (Soft drink) (In Chain store age, Mar. 1954, p. 18) Appl. author: D'Arcy Advertising Co. © 28Feb54; KK95823.

Coke time. [Family album; mother, daughter, beau] (Soft drink) (In Family circle, Jan. 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 31Dec53; KK94287.

Coke time, and friends. [Hostess greeting visitors] (Soft drink) (In Ladies' home journal, Mar. 1954, p. 113) Appl. author: D'Arcy Advertising Co. © 24Feb54; KK94289.

The customer in 3-D. [Couple with tickets & paper cups] (Soft drink) (In Boxoffice, Jan. 9, 1954, p. 104) Appl. author: D'Arcy Advertising Co. © 9Jan54; KK94294.

Drive safely. [Girl in car] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Jun54; KK97209.

Easy does it, buy Coke in the 12-bottle carton. [Man carrying 2 cartons] (Soft drink) (In Clarks-ville leaf-chronicle, Feb. 4, 1954, p. 9) Appl. author: D'Arcy Advertising Co. © 4Feb54; KK95835.

Emlen Tunnell, great safety man of the professional New York Giants, takes time out to enjoy a bottle of delicious Coca-Cola. (Soft drink) (In the Louisiana weekly, Jan. 16, 1954, p. 2-B) Appl. author: D'Arcy Advertising Co. © 16Jan54 (in notice: 1953); KK93904.

Every Coke a fresh delight. [Blonde & glass] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 31Dec53; KK93622.

Every smoker wants one. Bottle-lighter, perfect miniature of a Coca-Cola bottle. [Lighter & carton] (Soft drink) (In the Salem news, Feb. 25, 1954, p. 6) Appl. author: D'Arcy Advertising Co. © 25Feb54; KK96750.

Everyone enjoys Coke in the bottle, naturally. [Santa Claus] (Soft drink) (In New York post, Dec. 21, 1953, p. 57) Appl. author: D'Arcy Advertising Co. © 21Dec53; KK93093.

A friend of yours dropped in yesterday. [Traveling laboratory] (Soft drink) (In Rochester times-union, Rochester, N. Y., Jan. 20, 1954, p. 21) Appl. author: D'Arcy Advertising Co. © 20Jan54; KK95833.

Jimmy Carter, world's lightweight boxing champion, stops between workouts to enjoy a frosty bottle of refreshing Coca-Cola. (Soft drink) (In the Oklahoma eagle, Apr. 15, 1954, p. 6-A) Appl. author: D'Arcy Advertising Co. © 15Apr54; KK96747.

Joe Black, mound star of the Brooklyn Dodgers, converts a little minute into a big rest with a bottle of ice-cold Coca-Cola. (Soft drink) (In St. Louis American, Apr. 29, 1954, p. 11) Appl. author: D'Arcy Advertising Co. © 29Apr54; KK97658.

Kid Gavilan, bolo-punching world's welterweight boxing champion, enjoys a bottle of delicious Coca-Cola. (Soft drink) (In the Oklahoma eagle, Apr. 8, 1954, p. 5-A) Appl. author: D'Arcy Advertising Co. © 8Apr54; KK96746.

Leadership is many things. [Man holding bottle] (Soft drink) (In Putnam County herald, Feb. 4, 1954, p. 2) Appl. author: D'Arcy Advertising Co. © 4Feb54; KK95830.

Let me paint you a picture of profit. [Artist at easel] (Soft drink) (In Fountain & fast food, Apr. 1954, p. 2 of cover) Appl. author: D'Arcy Advertising Co. © 30Mar54; KK95819.

Let's talk about the quality of Coke. [Profile of woman drinking Coke] (Soft drink) (In the Owensboro messenger, Jan. 14, 1954, p. 10-B) Appl. author: D'Arcy Advertising Co. © 14Jan54; KK96742.

Make it a real meal, just add Coke. [Restaurant counter] (Soft drink) (In the Valley daily times-news, Mar. 2, 1954, p. 2) Appl. author: D'Arcy Advertising Co. © 2Mar54; KK96749.

Make it a real meal, just serve Coke. [Dinner table scene] (Soft drink) (In New Orleans item, Feb. 2, 1954, p. 5) Appl. author: D'Arcy Advertising Co. © 2Feb54; KK94285.

Make it a real meal, just serve Coke. [Man barbecuing steaks; group at table in background] (Soft drink) (In the Times-picayune, May 6, 1954, p. 71) Appl. author: D'Arcy Advertising Co. © 6May54; KK97654.

Make it merry with plenty of Coke. [Santa Claus & toys] (Soft drink) (In Chicago daily tribune, Dec. 22, 1953, p. 15) Appl. author: D'Arcy Advertising Co. © 22Dec53; KK93090.

Matchless flavor. [Brunette; arrow around Coke] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Mar54; KK94554.

The next step is yours. [Legs of man on threshold of store] (Soft drink) (In Fountain & fast food, Feb. 1954, p. 2 of cover) Appl. author: D'Arcy Advertising Co. © 30Jan54; KK94292.

Now, a 12-bottle carton. [Woman shopper carrying carton] (Soft drink) (In the Salina journal, Salina, Kan., Jan. 13, 1954, p. 12) Appl. author: D'Arcy Advertising Co. © 13Jan54; KK96744.

Open the door to 1954 with lots of Coke, in the bottle naturally. [New Year's party scene] (Soft drink) (In New York post, Dec. 29, 1953, p. 11) Appl. author: D'Arcy Advertising Co. © 29Dec53; KK93092.

The pause that refreshes. [Santa Claus] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Dec53; KK92428.

Purely delicious. [Dispenser & glass] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1May54; KK96279.

COCA-COLA COMPANY. Cont'd.

- Refresher course for busy people. [Woman pointing to bottle of Coke in hand] (Soft drink) (In Miami daily news, May 23, 1954, p. 13-A) Appl. author: D'Arcy Advertising Co. © 23May54; KK97655.
- Refreshing to know. [Young girl office worker carrying tray] (Soft drink) (In Chicago daily tribune, June 7, 1954, p. 4) Appl. author: D'Arcy Advertising Co. © 7Jun54; KK97657.
- Remember everybody enjoys Coke, have enough, take home 12. [Index finger; 12-bottle carton] (Soft drink) (In the Hibbing daily tribune, Jan. 13, 1954, p. 10) Appl. author: D'Arcy Advertising Co. © 13Jan54; KK96743.
- Salesmen in print for February. (Soft drink) (In the Coca-Cola bottler, Jan. 1954, p. 34-35) Appl. author: D'Arcy Advertising Co. © 15Jan54; KK93903.
- Symbol of friendship. [Hand & bottle; world] (Soft drink) (In New York herald tribune, Apr. 19, 1954, p. 47) Appl. author: D'Arcy Advertising Co. © 19Apr54; KK96748.
- Target: Your store. It pays to push Coca-Cola. (Soft drink) (In Drug topics, Dec. 28, 1953, p. 5) Appl. author: D'Arcy Advertising Co. © 28Dec53; KK93905.
- There's a second box office inside your theater. [Customers at box office & refreshment stand] (Soft drink) (In Motion picture herald, Feb. 6, 1954, p. 2 of cover) Appl. author: D'Arcy Advertising Co. © 4Feb54; KK94290.
- There's this about Coke, it brings you back refreshed. [Bowler] (Soft drink) (In Boys' life, Mar. 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 25Feb54; KK95822.
- There's this about Coke, it makes a little minute a big rest. [Two workmen] (Soft drink) (In Collier's, Apr. 2, 1954, p. 11) Appl. author: D'Arcy Advertising Co. © 19Mar54; KK95824.
- There's this about Coke, it sure is preferred. [Teen age fountain attendant] (Soft drink) (In the National geographic, Feb. 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 1Feb54; KK94293.
- There's this about Coke, you trust its quality. [Nurse] (Soft drink) (In Life, Jan. 4, 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 1Jan54; KK94291.
- This drink called Coke. [Route salesman holding bottle] (Soft drink) (In Pine Bluff commercial, Mar. 18, 1954, p. 7) Appl. author: D'Arcy Advertising Co. © 18Mar54; KK95827.
- To bring you purity. [Woman holding bottle in right hand] (Soft drink) (In the Rockwood times, Jan. 21, 1954, p. 8) Appl. author: D'Arcy Advertising Co. © 21Jan54 (in notice: 1953); KK97659.
- Tonight make it a real meal, serve Coke. 6 bottle carton. (Soft drink) (In Norfolk Virginian-pilot, Feb. 28, 1954, p. 3) Appl. author: D'Arcy Advertising Co. © 28Feb54; KK95828.
- What to drink with lunch? [Bottle of Coke] (Soft drink) (In the

Fayette County record, Feb. 23, 1954, p. 6) Appl. author: D'Arcy Advertising Co. © 23Feb54; KK95829.

- When a shopper stops here, she spends more here. [Woman shopper with cart] (Soft drink) (In Chain store age, Apr. 1954, p. 93) Appl. author: D'Arcy Advertising Co. © 30Mar54; KK95820.
- When you pause make it count, have a Coke. [Calisthenics] (Soft drink) (In the National guardsman, Mar. 1954, p. 7) Appl. author: D'Arcy Advertising Co. © 1Mar54; KK95821.
- When you pause make it count, have a Coke. [Cheerleaders] (Soft drink) (In the Hill School news, Oct. 9, 1953, p. 5) Appl. author: D'Arcy Advertising Co. © 9Oct53; KK93102.
- When you pause make it count, have a Coke. [Coed; Christmas vacation] (Soft drink) (In the Dial, Dec. 1953, p. 6) Appl. author: D'Arcy Advertising Co. © 1Dec53; KK93097.
- When you pause make it count, have a Coke. [Drum majorette] (Soft drink) (In Spectrum, Dec. 4, 1953, p. 5) Appl. author: D'Arcy Advertising Co. © 4Dec53; KK93095.
- When you pause make it count, have a Coke. [Freshman-sophomore rivalry] (Soft drink) (In the Racquette, Sept. 26, 1953, p. 5) Appl. author: D'Arcy Advertising Co. © 26Sep53; KK93101.
- When you pause make it count, have a Coke. [Halloween subject] (Soft drink) (In Student life, Oct. 27, 1953, p. 4) Appl. author: D'Arcy Advertising Co. © 27Oct53; KK93099.
- When you pause make it count, have a Coke. [Modern dance scene] (Soft drink) (In Linden bark, Nov. 24, 1953, p. 5) Appl. author: D'Arcy Advertising Co. © 24Nov53; KK93098.
- When you pause make it count, have a Coke. [Old graduate] (Soft drink) (In the O B U bison, Dec. 4, 1953, p. 2) Appl. author: D'Arcy Advertising Co. © 4Dec53; KK93096.
- When you pause make it count, have a Coke. [ROTC cadet drilling] (Soft drink) (In Fiat lux, Oct. 20, 1953, p. 3) Appl. author: D'Arcy Advertising Co. © 20Oct53; KK93100.
- Where else does quality mean so much? [Mother serving children] (Soft drink) (In Oakland tribune, Jan. 20, 1954, p. 22) Appl. author: D'Arcy Advertising Co. © 20Jan54; KK95834.
- Wholesome goodness in each frosty bottle. [Smiling pigtailed girl] (Soft drink) (In Putnam County herald, Jan. 7, 1954, p. 8) Appl. author: D'Arcy Advertising Co. © 7Jan54; KK95831.
- Work safely refreshed. [Smiling worker] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Apr54; KK95537.
- The world's leading beverage ... Santa Claus at Macy's. [Santa with child on knee, two others looking on] (Soft drink) (In Newark evening news, Newark, N. J., Nov. 30, 1953, p. 10) Appl. author: D'Arcy Advertising Co. © 30Nov53; KK93103.

- You trust its quality. [Nurse] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 15Dec53; KK93606.
- You trust its quality for many reasons. [Woman's face & bottle] (Soft drink) (In the Owensboro messenger, Feb. 18, 1954, p. 12-B) Appl. author: D'Arcy Advertising Co. © 18Feb54; KK96740.
- You'll need lots of Coke. [Man carrying 24 bottle case; Memorial day] (Soft drink) (In Boston evening American, May 24, 1954, p. 35) Appl. author: D'Arcy Advertising Co. © 24May54; KK97656.
- COLE OF CALIFORNIA, INC. ©
Come on along to Cole's big fun-filled, fashion-filled summer beachwear showings, beginning Jan. 4th. (In Women's wear daily, Dec. 16, 1953, p. 25) Appl. author: Young & Rubicam, inc. © 16Dec53; KK94431.
- From the female animal collection; the zebra ensemble. (Clothing) (In Vogue, Apr. 15, 1954, p. 12-13) Appl. author: Doyle Dane Bernbach, inc. © 15Apr54; KK95891.
- In or out of the water, looks so good, feels so free. The Esther Williams swimsuit. (In Life, June 7, 1954, p. 126) Appl. author: Doyle Dane Bernbach, inc. © 7Jun54; KK97432.
- A man will do anything for a Cute Tomato. (Clothing) (In Seventeen, June 1, 1954, p. 41) Appl. author: Doyle Dane Bernbach, inc. © 1Jun54; KK96861.
- A swimsuit created in the finest couturier tradition. The Soaring Drape. (In Vogue, May 1, 1954, p. 39) Appl. author: Doyle Dane Bernbach, inc. © 1May54; KK96059.
- Three exciting swimsuits from Cole's female animal collection; zebra, leopard, tigress. (In Mademoiselle, May 1, 1954, p. 41) Appl. author: Doyle Dane Bernbach, inc. © 1May54; KK96267.
- Wait till they see you in your new swimsuit, by Cole of California. (In Seventeen, May 1, 1954, p. 15) Appl. author: Doyle Dane Bernbach, inc. © 1May54; KK96268.
- We're putting it down in black and white, there's no one like Cole of California for cottons. (Clothing) (In Women's wear daily, May 19, 1954, p. 64) Appl. author: Doyle Dane Bernbach, inc. © 19May54; KK96603.
- Where are all the wimmen [sic]? (Beachwear) (In Women's wear daily, Aug. 26, 1953, p. 27) Appl. author: Young & Rubicam, inc. © 26Aug53; KK94459.
- You're a precious find in a swimsuit by Cole of California. (In Harper's bazaar, Apr. 1954, p. 51) Appl. author: Doyle Dane Bernbach, inc. © 1Apr54; KK95610.
- COLGATE-PALMOLIVE COMPANY. ©
America's largest selling cleanser because, only Ajax with foaming action cleans so quick. (In Air Force times, Apr. 13, 1954, p. 3) Appl. author: Sherman & Marquette, inc. © 13Apr54; KK95893.
- Only Ajax with foaming action cleans so quick, polishes so bright, works so easy. (In Rochester democrat chronicle, June 6, 1954, comic section) Appl. author: Bryan Houston, inc. © 6Jun54; KK97034.

- COLONIAL BEEF COMPANY. ©**
Ready-cut Colonial beef portion-control items. Label. Appl. author: Louis E. Waxman. © 31Dec53; KK92672.
- COLONIAL SUGARS COMPANY. ©**
Colonial pure cane sugar. Net wt. 2 pounds. Label. © 5Apr54; KK95515.
Colonial sugar. Pure Cane golden yellow sugar. Net wt. 1 lb. Label. © 24Jul53; KK95638.
Colonial sugar. Pure Cane powdered confectioners XXXXXX icing. Net wt. 1 lb. Label. © 24Jul53; KK95633.
- COLSON, CLEM B., d.b.a. COLSON BROTHERS.**
SEE Colson Brothers.
- COLSON BROTHERS.**
You can't miss it with Phono-minder. (Cards for messages) © Clem B. Colson, d.b.a. Colson Bros.; 10Feb54 (in notice: 1953); KK93645.
- COLUMBIA BROADCASTING SYSTEM, INC.**
Get reliable TV and radio repairs at fair charges. Certified quality service. (In Life, May 24, 1954, p. 76) Appl. author: Bennett, Walther & Menadier, inc. © CBS-Hytron, a division of Columbia Broadcasting System, inc.; 21May54; KK96511.
Want reliable TV and radio repairs, fair charges? Certified quality service. (In Life, May 10, 1954, p. 116) Appl. author: Bennett, Walther & Menadier, inc. © CBS-Hytron, a division of Columbia Broadcasting System, inc.; 7May54; KK96328.
You're sure of quality TV and radio repairs at fair charges. Certified quality service. (In Life, June 7, 1954, p. 74) Appl. author: Bennett, Walther & Menadier, inc. © CBS-Hytron, a division of Columbia Broadcasting System, inc.; 4Jun54; KK97272.
- COLUMBIA GAS SYSTEM. ©**
And so to bed, in a house where life's so pleasant and easy because of gas. Poster. © 17Feb54; KK93726.
Gas for cleaner cooking, gas for easier refrigeration, gas for cheaper drying, gas for instant hot water. (In Public utilities fortnightly, Jan. 7, 1954, p. 23) © 7Jan54; KK92673.
Saves time, saves work, saves money, we dry our clothes with gas. Poster. © 17Feb54; KK93727.
You'll like it here dear, we can keep the house cool with gas. Poster. © 22Jan54; KK93125.
- COLUMBUS SHOW CASE COMPANY. ©**
Columbus cases, self-serve or service. Folder. Appl. author: Jeremiah C. Montgomery. © 1Aug53; KK92705.
Columbus Metropolitan salesmaster bakery display fixtures. Folder. Appl. author: James H. Olsen. © 22Dec53; KK92704.
- COMFY MANUFACTURING COMPANY. ©**
Customagic, the [furniture] slip cover that's pre-cut for custom-type fit. Folder. Appl. authors: Albert I. Drosin & John Hay. © 15Mar54; KK95186.
How to install your new Customagic Cogswell style chair slip cover. Sheet. Appl. author: John Hay and others. © 8Mar54; KK95354.
How to install your new Customagic square cushion [furniture] slip cover. Folder. Appl. author: John Hay and others. © 8Mar54; KK95356.
How to install your new Customagic T-cushion style [furniture] slip cover. Folder. Appl. author: John Hay and others. © 8Mar54; KK95355.
How to install your new Customagic wing style chair slip cover. Folder. Appl. author: John Hay and others. © 8Mar54; KK94804.
The new Customagic [furniture] slip covers. Square cushion style, T-cushion style, wing style, Cogswell style. Poster. Appl. author: John Hay. © 8Mar54; KK95187.
The new Customagic [furniture] slip covers. 3-cushion square style, 3-cushion T style, 2-cushion square style, 2-cushion T style. Poster. Appl. author: John Hay. © 8Mar54; KK95188.
No other [furniture] slip cover in the world is like Customagic. Poster. Appl. author: John Hay. © 15Mar54; KK95189.
- COMMERCIAL SOLVENTS CORPORATION. ©**
This little pig went to market. (Antibiotic for veterinary use) Folder. Appl. author: Lawrence Schaffel. © 9Nov53; KK92712.
- COMMUNITY SAVINGS BANK OF ROCHESTER. ©**
What's your answer? Children are priceless, do you agree? (In Democrat and chronicle, Rochester, N. Y., Nov. 15, 1953, p. 3C) Appl. author: Charles L. Rumrill Advertising Agency. © 15Nov53; KK94583.
What's your answer? How much does it cost to have a baby? (In Democrat and chronicle, Rochester, N. Y., Oct. 4, 1953, p. 14A) Appl. author: Charles L. Rumrill Advertising Agency. © 4Oct53; KK94584.
What's your answer? What are the chances of fire in your house this year? (In Democrat and chronicle, Rochester, N. Y., Oct. 18, 1953, p. 19A) Appl. author: Charles L. Rumrill Advertising Agency. © 18Oct53; KK94580.
What's your answer? What's the average life of a dollar bill? (In Democrat and chronicle, Rochester, N. Y., Oct. 25, 1953, p. 8B) Appl. author: Charles L. Rumrill Advertising Agency. © 25Oct53; KK94581.
What's your answer? Women are better sailors than men. (In Democrat and chronicle, Rochester, N. Y., Oct. 11, 1953, p. 2E) Appl. author: Charles L. Rumrill Advertising Agency. © 11Oct53; KK94582.
- CONGOLEUM-NAIRN, INC. ©**
Another Gold Seal profit-maker for you. Sequin. (Floor & wall covering) Appl. author: McCann Erickson, inc. © 8Mar54; KK95158.
Anything can happen, when Mr. and Mrs. North kick off the Gold Seal spring style show of new Congoleum designs. (Floor & wall covering) (In Retailing daily, Feb. 2, 1954, p. 30) Appl. author: McCann Erickson, inc. © 2Feb54; KK95154.
- As an enthusiastic member of the Producers' Council ... Gold Seal floors and walls. (In Producers' Council technical bulletin, Dec. 1953) Appl. author: McCann-Erickson, inc. © 1Dec53; KK93649.
Bring on your floor problem, we can lick it with a Gold Seal floor. (In Institutions catalog directory, 1954 ed., p. 23) Appl. author: McCann Erickson, inc. © 1Dec53; KK94036.
Do you love the idea of a carpet of jewels? Sequin. (Floor & wall covering) Appl. author: McCann Erickson, inc. © 20Mar54; KK95797.
50,800,000 new prospects for Classic Gold Seal Nairn inlaid linoleum. (In Retailing daily, Jan. 29, 1954, p. 19) Appl. author: McCann Erickson, inc. © 29Jan54; KK95156.
Flashes of color lead Mr. & Mrs. North to Sequin, newest Gold Seal Nairn inlaid linoleum. (In Retailing daily, Jan. 28, 1954, p. 16) Appl. author: McCann Erickson, inc. © 28Jan54; KK95905.
4 ways to do your kitchen with inlaid linoleum. Gold Seal floors and walls. Appl. author: McCann Erickson, inc. © 20Feb54; KK95798.
Goes off next week. You're just in time to join Mr. and Mrs. North ... Gold Seal floors and walls. (In Retailing daily, Feb. 8, 1954, p. 23) Appl. author: McCann Erickson, inc. © 8Feb54; KK95151.
Gold Seal is going all out on big time, night time TV to build sales for you. Gold Seal floors and walls. (In Retailing daily, Jan. 18, 1954, p. 73) Appl. author: McCann Erickson, inc. © 18Jan54; KK94030.
The Gold Seal Nairn inlaid linoleum that makes every room look bigger and brighter for the money, Jackstraw. (In House & home) Appl. author: McCann Erickson, inc. © 1Jan54; KK94041.
Gold Seal Nairn inlaid linoleum, the maintenance cost is peanuts. (In the Modern hospital, Jan. 1954, p. 163) Appl. author: McCann Erickson, inc. © 1Jan54; KK94040.
Gold Seal Ranchtile, big sales asset in the spectacular Techbuilt house. (Floor & wall covering) (In House & home, Feb. 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © 1Feb54; KK95799.
Gold Seal rubber tile plays exciting part in great schoolroom experiment. [Black & white ad] (Floor & wall covering) (In the Nation's schools) Appl. author: McCann-Erickson, inc. © 15Jan54; KK94755.
Gold Seal rubber tile plays exciting part in great schoolroom experiment. [Color ad] (Floor & wall covering) (In Architectural record, Feb. 1954, p. 281) Appl. author: McCann Erickson, inc. © 1Feb54; KK95149.
Gold Seal rubber tile, the quiet floor with the built-in bounce. (Floor & wall covering) (In the Nation's schools, Apr. 1954, p. 89) Appl. author: McCann Erickson, inc. © 20Mar54; KK95792.
Gold Seal Vinyl inlaid offer 3-way profits. (Floor & wall covering) (In Floor covering weekly, Apr. 19, 1954, p. 11) Appl. author: McCann Erickson, inc. © 19Apr54; KK95796.

CONGOLEUM-NAIRN, INC. Cont'd.

The homespun look that does bright, friendly things to a house ... Gold Seal floors and walls. Appl. author: McCann Erickson, inc. © 12Apr54; KK96885.

If you kept your car in the living room, it still couldn't hurt this great new, resilient tile. Gold Seal Vinylbest. (Floor & wall covering) Appl. author: McCann Erickson, inc. © 25Mar54; KK95795.

It's salestiled, see Sequin at the Gold Seal showroom. Gold Seal floors and walls. (In Retailing daily, Jan. 4, 1954, p. 3) Appl. author: McCann Erickson, inc. © 4Jan54; KK94023.

It's salestiled, see Square Dance at the Gold Seal showroom. Gold Seal floors and walls. (In Retailing daily, Jan. 4, 1954, p. 7) Appl. author: McCann Erickson, inc. © 4Jan54; KK94022.

It's Vogue, and it's top news in the Gold Seal spring style show of new Congoleum designs. (Floor & wall covering) (In Retailing daily, Feb. 4, 1954, p. 20) Appl. author: McCann Erickson, inc. © 4Feb54; KK95153.

Jackstraw makes rooms look bigger. Gold Seal floors and walls. Appl. author: McCann Erickson, inc. © 12Mar54; KK95622.

Mr. and Mrs. North send Snowflake over 49 TV stations, starting week of Feb. 28. Gold Seal floors and walls. (In Retailing daily, Feb. 5, 1954, p. 18) Appl. author: McCann Erickson, inc. © 5Feb54; KK95152.

Mr. and Mrs. North spotlight Tuft, in the fabulous Gold Seal spring style show of new Congoleum designs. (Floor & wall covering) (In Retailing daily, Feb. 3, 1954, p. 27) Appl. author: McCann Erickson, inc. © 3Feb54; KK94031.

Mr. and Mrs. North will sell Gold Seal Congowall over 47 TV stations, starting Feb. 14. (Floor & wall covering) (In Retailing daily, Jan. 20, 1954, p. 27) Appl. author: McCann Erickson, inc. © 20Jan54; KK95904.

No guesswork here, you asked for these new designs in Gold Seal Congoleum ... floors and walls. (In National furniture review, Feb. 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © 1Feb54; KK94026.

November is the big month for Gold Seal Congowall. (In Retailing daily, Nov. 2, 1953, p. 29) Appl. author: McCann-Erickson, inc. © 2Nov53; KK92887.

Now in full bloom, spring style show of Gold Seal Congoleum. Gold Seal floors and walls. Appl. author: McCann Erickson, inc. © 12Feb54; KK94039.

The plus that counts when you're selling a house. Gold Seal Vinyl-tile in Bermuda Hues. (Floor & wall covering) (In American builder) Appl. author: McCann-Erickson, inc. © 1Jan54; KK94756.

Prizes. \$5000 to winning customer, \$500 to winning dealer ... Gold Seal floors and walls. (In American lumberman & building products merchandiser, Apr. 5, 1954, p. 363) Appl. author: McCann Erickson, inc. © 5Apr54; KK95793.

See Gold Seal on TV. Gold Seal floors and walls. (In Retailing daily, Jan. 4, 1954, p. 9) Appl. author: McCann Erickson (Jane F. Cavanaugh) © 4Jan54; KK94025.

See new Congoleum patterns at the Gold Seal showroom. (Floor & wall covering) (In Retailing daily, Jan. 4, 1954, p. 5) Appl. author: McCann Erickson, inc. © 4Jan54; KK94024.

See the exciting news at the Gold Seal showroom. Gold Seal floors and walls. (In Retailing daily, Jan. 6, 1954, p. 45) Appl. author: McCann Erickson, inc. © 6Jan54; KK94029.

Sequin. Have you ever seen a new product so exciting ... Gold Seal floors and walls. (In National furniture review, Mar. 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © 1Mar54; KK95157.

64 new salestiled patterns are coming out ... Watch Gold Seal at the markets. (Floor & wall covering) (In National furniture review, Jan. 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © 1Jan54; KK94042.

64 new salestiled patterns are coming out ... Watch Gold Seal at the market. Gold Seal Plaza, Merchandise Mart. (Floor & wall covering) (In Retailing daily, Dec. 29, 1953, p. 56) Appl. author: McCann Erickson, inc. © 29Dec53; KK94021.

Stains roll off Gold Seal Vinylbest like water. (Floor & wall covering) (In the Nation's schools, Mar. 1954, p. 157) Appl. author: McCann Erickson, inc. © 20Mar54; KK95150.

To make your sales blossom, the spring style show of Congoleum. Gold Seal floors and walls. (In Retailing daily, Mar. 9, 1954, p. 20-21) Appl. author: McCann Erickson, inc. © 9Mar54; KK95794.

A tremendous project, the 1954 Gold Seal campaign addressed to architects, builders and management ... (Floor & wall covering) Appl. author: McCann Erickson, inc. © 5Jan54; KK94043.

Watch out, there's going to be a rush on Jackstraw ... Gold Seal Nairn inlaid linoleum. (In Retailing daily, Jan. 26, 1954, p. 28) Appl. author: McCann Erickson, inc. © 26Jan54; KK95906.

What coverage, to reach the man who has big money to spend with you. Gold Seal floors and walls. (In Flooring, Feb. 1954) Appl. author: McCann-Erickson, inc. © 5Feb54; KK94028.

When Mr. and Mrs. North stick their noses into the Gold Seal spring style show ... (Floor & wall covering) (In Retailing daily, Feb. 1, 1954, p. 29) Appl. author: McCann Erickson, inc. © 1Feb54; KK95155.

Where static electricity is a hazard, static conductive linoleum provides a solution. Sheet. Appl. author: McCann Erickson, inc. © 5Jan53; KK95790.

You can make rooms look bigger with Gold Seal Nairn inlaid linoleum, Jackstraw. (In American builder, Feb. 1954, p. 67) Appl. author: McCann Erickson, inc. © 1Feb54; KK94027.

You're safe with Gold Seal Nairn static conductive linoleum. (In the Modern hospital, Feb. 1954, p. 48) Appl. author: McCann Erickson, inc. © 1Feb54; KK94044.

CONGRESS CIGAR COMPANY. ©

Father has big eyes for La Palina mild, mild cigars. (In Chicago sun-times, June 16, 1954, p. 59) Appl. author: Wm. H. Weintraub Co., inc. © 16Jun54; KK97563.

He's famous for Easter, she's famous for mildness. La Palina. (In Chicago daily tribune) Appl. author: Wm. H. Weintraub Co., inc. © 13Apr54; KK96832.

She's famous for drama, she's famous for skating, she's famous for mildness. La Palina. Appl. author: Wm. H. Weintraub Co., inc. © 2Jun54; KK97069.

She's famous for singing, she's famous for dancing, she's famous for mildness. La Palina. (In Chicago daily tribune) Appl. author: Wm. H. Weintraub Co., inc. © 25May54; KK97195.

CONNECTICUT HEAT AND FUEL COMPANY. ©

Save a service call. Before calling for service ... Poster. Appl. author: Edward Molstein. © 28Apr54; KK97682.

CONNIN, CARSON HERD AND RAY CONNIN, d.b.a. RAY CONNIN AND SON. SEE Connin (Ray) and Son.

CONNIN, RAY AND CARSON HERD CONNIN, d.b.a. RAY CONNIN AND SON. SEE Connin (Ray) and Son.

CONNIN (RAY) AND SON.

Buy direct from the manufacturer, save \$20.00. The Castle rocker. (In the Bryan times, Bryan, Ohio, June 10, 1954, p. 5) © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son Furniture; 10Jun54; KK97530.

The Castle rocker. Sheet. © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son Furniture; 14Jun54; KK97592.

The Castle rocker satisfies rest hunger. (Upholstered chairs) (In the Bryan times, Bryan, Ohio, Feb. 23, 1954, p. 6) © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son; 23Feb54; KK95348.

Comfort beyond compare. Rest-A-Man deluxe [upholstered] rocking chair. Card. © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son Furniture; 24Mar54; KK95929.

Comfort beyond compare. Rest-A-Man deluxe upholstered rocking chair. Sheet. © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son Furniture (in notice: Ray Connin & Son); 4Feb54; KK96015.

Comfort beyond compare awaits you in a Rest-A-Man [upholstered] chair. (In the Bryan times, Bryan, Ohio, Jan. 12, 1954, p. 3) © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son (in notice: Ray Connin & Son Furniture); 12Jan54; KK92751.

Comfort beyond compare awaits you in this Rest-A-Man deluxe upholstered chair. Label. © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son; 8Feb54; KK95350.

The Fountain City upholstered rocking chair makes sitting a pleasure. (In the Bryan times, Bryan, Ohio, Feb. 23, 1954, p. 3) © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son; 23Feb54; KK95349.

Look for the Crimson Saddle in the chair you buy. Rest-A-Man deluxe [upholstered] rocking chairs. (In the Bryan times, Bryan, Ohio, Mar. 25, 1954, p. 4) © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son Furniture; 25Mar54; KK95351.

Now you can relax and enjoy comfort beyond compare. Rest-A-Man deluxe rocking chair upholstered in the fabric you select. (In the Bryan times, Bryan, Ohio, Feb. 26, 1954, p. 2) © Ray Connin & Carson Herd Connin, d.b.a. Ray Connin & Son; 26Feb54; KK93990.

\$20 trade-in allowance for your old chair ... Now you can relax and enjoy comfort beyond compare ... (Upholstered chairs) (In the Fayette review, Mar. 18, 1954, suppl.) © Ray Connin & Carson H. Connin, d.b.a. Ray Connin & Son (Connin Roadside Store); 18Mar54; KK95928.

CONRAD, ERNEST. ©

The Bingo King air freight shipping label. (Game supplies) Title from appl. © 16Jun54; KK97728.

Bingo King bulletin. Bulletin no. 765AC. (Game supplies) Folder. © 20Mar54; KK94906.

Bingo King bulletin. Bulletin no. 775AC. (Game supplies) Folder. © 21Jun54; KK97731.

The Bingo King express shipping label. (Game supplies) Title from appl. © 16Jun54; KK97727.

The Bingo King freight shipping label. (Game supplies) Title from appl. © 16Jun54; KK97730.

The Bingo King parcel post shipping label. (Game supplies) Title from appl. © 16Jun54; KK97729.

Bingo King price list. No. 13. (Game supplies) Folder. © 17Mar54; KK94907.

The Bingo King truck shipping label. (Game supplies) Title from appl. © 16Jun54; KK97726.

Serving the armed forces, churches, hospitals and lodges all over the world. The Bingo King Company, inc. [Letterhead] (Game supplies) Sheet. © 17Feb54; KK93907.

CONSOLIDATED ADVERTISING SERVICE. ©

Are you planning to buy a new car? Folder. Appl. author: Walter Schan. © 18Feb54; KK95582.

CONSOLIDATED CIGAR SALES COMPANY, INC. ©

Better-tasting Dutch Masters, take them out to the ball game. (In the Miami herald, Apr. 11, 1954, p. 2-D) Appl. author: Erwin, Wasey & Co., inc. © 11Apr54; KK95675.

Congratulations Baltimore, you're sure to win with the Orioles. Dutch Masters. (In the Sun, Baltimore, Apr. 15, 1954, p. 30) Appl. author: Erwin, Wasey & Co., inc. © 15Apr54; KK96440.

For richer smoking pleasure, hop on the Dutch Masters band wagon. (In Chicago Sunday tribune, Mar. 28, 1954, p. 3) Appl. author: Erwin, Wasey & Co., inc. © 28Mar54; KK95676.

For your special pleasure, try this special shape. Dutch Masters. (In Sunday news, New York, May 2, 1954, p. 121) Appl. author: Erwin, Wasey & Co., inc. © 2May54; KK96439.

Get richer tasting Dutch Masters in the shape you like best. (In Sunday news, New York, Apr. 11, 1954, p. 99) Appl. author: Erwin, Wasey & Co., inc. © 11Apr54; KK95677.

Hop on the Dutch Masters band wagon. (In Chain store age, Apr. 1954, p. 35) Appl. author: Erwin, Wasey & Co., inc. © 7Apr54; KK95674.

CONSOLIDATED PRODUCTS COMPANY. ©

Beats the heat. Semi-Solid E Emulsion with Hidrolex. (Animal feed) Appl. author: Dancer-Fitzgerald-Sample, inc. © 19Jun54; KK97632.

Dairy experiments, field results prove Kaff-A with Hidrolex, years ahead of other calf raising methods. (In Country gentleman, Feb. 1954) Appl. author: Dancer-Fitzgerald-Sample, inc. © 18Dec53 (in notice: 1954); KK94069.

For broilers and poults, new, all new Semi-Solid E Emulsion, contains Hidrolex. (Animal feed) Folder. Appl. author: Dancer-Fitzgerald-Sample, inc. © 3Feb54; KK93821.

For layers and breeders, new, all new Semi-Solid E Emulsion, contains Hidrolex. (Animal feed) Folder. Appl. author: Dancer-Fitzgerald-Sample, inc. © 3Feb54; KK93841.

40 Golden Acres by Roscoe Pollitt. Anniversary, it was January 1950 ... Semi-Solid Emulsion. (Animal feed) (In Wallaces' farmer and Iowa homestead) Appl. author: Dancer-Fitzgerald-Sample, inc. © 16Jan54; KK94067.

40 Golden Acres by Roscoe Pollitt. Make every day count. Sparx. (Animal feed) (In Wallaces' farmer & Iowa homestead) Appl. author: Dancer-Fitzgerald-Sample, inc. © 17Apr54; KK96638.

40 Golden Acres by Roscoe Pollitt. Open the gate before it's too late. Semi-Solid pig Emulsion with Hidrolex. (Animal feed) Appl. author: Dancer-Fitzgerald-Sample, inc. © 19Jun54; KK97631.

40 Golden Acres by Roscoe Pollitt. What's time to a hog? Semi-Solid Emulsion. (Animal feed) (In Wallaces' farmer and Iowa homestead, Mar. 20, 1954, p. 99) Appl. author: Dancer-Fitzgerald-Sample, inc. © 20Mar54; KK94845.

40 Golden Acres by Roscoe Pollitt. Would you sit up with a sow for 15 bucks? Semi-Solid Emulsion. (Animal feed) (In Wallaces' farmer and Iowa homestead) Appl. author: Dancer-Fitzgerald-Sample, inc. © 26Mar54; KK94695.

Growth, egg production, livability soars as poultry industry adopts Semi-Solid E Emulsion with Hidrolex. (Animal feed) Appl. author: Dancer-Fitzgerald-Sample, inc. © 14Dec53 (in notice: 1954); KK94071.

Improved over all others. Kaff-A with Hidrolex. Didn't think Kaff-A could be improved, but it is. (Animal feed) (In Wisconsin agriculturist and farmer) Appl. author: Dancer-Fitzgerald-Sample, inc. © 15Jan54; KK94070.

Improved over all others. Kaff-A with Hidrolex. No other milk replacer contains this new miracle ingredient. (Animal feed) Appl. author: Dancer-Fitzgerald-Sample, inc. © 6Jan54; KK94068.

Make every day count to hit the high, early market, feed Sparx with Hidrolex. (Animal feed) (In Capper's farmer, June 1954, p. 13) Appl. author: Dancer-Fitzgerald-Sample, inc. © 15May54; KK96637.

Never raised such calves before, dairymen report after feeding Kaff-A with Hidrolex. (In Country gentleman, Mar. 1954, p. 103) Appl. author: Dancer-Fitzgerald-Sample, inc. © 25Feb54; KK94016.

New self-feeding block. Semi-Solid E Emulsion with Hidrolex. (Animal feed) (In Wisconsin agriculturist and farmer) Appl. author: Dancer-Fitzgerald-Sample, inc. © 14Jan54; KK94066.

Open the gate before it's too late. For hogmen-in-a-hurry, new Semi-Solid pig emulsion miracle finisher with Hidrolex. (Animal feed) (In Iowa farm and home register, June 6, 1954, p. 3-H) Appl. author: Dancer-Fitzgerald-Sample, inc. © 6Jun54; KK97618.

So good, your pigs wean themselves. Sparx with Hidrolex. (Animal feed) Appl. author: Dancer-Fitzgerald-Sample, inc. © 20Mar54; KK94817.

To hit the early market. Sparx with Hidrolex. (Animal feed) Appl. author: Dancer-Fitzgerald-Sample, inc. © 15May54; KK96859.

CONSUMER DISTRIBUTION. ©

From the desk of Sally Morgan, merchandising consultant. (Sewing machines) Sheet. © 5May54; KK97704.

CONTINENTAL DISTILLING CORPORATION. ©

Famous straight 8's you'll remember. 1923 Packard straight eight. Old Classic straight whiskies. (In the Washington post, Washington, D. C., Feb. 19, 1954, p. 24) © 19Feb54; KK93820.

CONTINENTAL MANUFACTURING CORPORATION. ©

Here's the amazing battery of the future ... The [automobile] battery that wouldn't give up. (In Fortnight, Feb. 3, 1954, p. 3 of cover) Appl. author: Frank E. Williams. © 27Jan54; KK93930.

Here's the amazing battery with 753 lives ... The [automobile] battery that wouldn't give up. (In Hot rod, Mar. 1954, p. 2 of cover) Appl. author: Frank E. Williams. © 20Feb54; KK94210.

Letters and wires from life-time distributors & field executives. The [automobile] battery that wouldn't give up. (In Look, Feb. 23, 1954, p. 65) Appl. author: Frank E. Williams. © 9Feb54; KK93929.

Once in a lifetime, by Tom Hanlon, CBS ace race reporter. (Automobile battery) (In Motor trend, Feb. 1954, p. 74) Appl. author: Frank E. Williams. © 25Jan54 (in notice: 1953); KK93181.

This gadget is worth \$320,000,000, and I discovered it by accident, by Albert Wells. (Automobile filter) (In Popular mechanics, Apr. 1954, p. 35) Appl. author: Frank E. Williams. © 1Apr54; KK97052.

CONTINENTAL OIL COMPANY. ©

Another super salesman for Conoco jobbers. The greatest gasoline developed in 31 years, new Conoco

CONTINENTAL OIL COMPANY. Cont'd.

- super gasoline with TCP. (In National petroleum news, Apr. 14, 1954, p. 26-27) Appl. author: Benton & Bowles, inc. © 14Apr54; KK96652.
- Coming soon to Spokane and the Inland Empire ... Conoco super gasoline with TCP, Conoco super motor oil with Oil-Plating. (In Spokane daily chronicle, Feb. 16, 1954, p. 26) Appl. author: Benton & Bowles, inc. © 16Feb54; KK94679.
- Conoco [motor oil] has more in '54. (In National petroleum news, Mar. 24, 1954, p. 38) Appl. author: Benton & Bowles, inc. © 24Mar54; KK95594.
- Conoco news extra, read all about it. Folder. Appl. author: Benton & Bowles, inc. © 28Apr54; KK97250.
- For alkyl aryl surface-active agents of the first water. Neolene 400, intermediate for synthetic detergents. (In Soap and sanitary chemicals (yearbook), Apr. 1954, p. 85) Appl. author: Benton & Bowles, inc. © 7Apr54; KK96657.
- A great new milk carton. Pure-Pak. For protection against bulging and leaking, use Conoco Dairy Wax. (In American milk review, Jan. 1954, p. 57) Appl. author: Benton & Bowles, inc. © 1Jan54; KK93678.
- Help for you where it counts ... Step up your profits fast. Conoco [motor oil] (In National petroleum news, Feb. 17, 1954, p. 28-29) Appl. author: Benton & Bowles, inc. © 17Feb54; KK94549.
- It unlocks the unused power in your engine. New Conoco super gasoline with TCP. TCP will boost your car's power as much as 15 %/o. (In the Dallas morning news, May 12, 1954, p. 13) Appl. author: Benton & Bowles, inc. © 12May54; KK97174.
- It unlocks the unused power in your engine. New Conoco super gasoline with TCP. Today, most cars are being robbed ... (In the Dallas morning news, Apr. 28, 1954, p. 19) Appl. author: Benton & Bowles, inc. © 28Apr54; KK96654.
- Let these 5 motorists tell you why thousands are switching to new Conoco super gasoline with TCP. (In Denver post, Jan. 20, 1954, p. 31) Appl. author: Benton & Bowles, inc. © 20Jan54; KK93339.
- Memo to all motorists who have not yet switched to new Conoco super gasoline with TCP. (In the Dallas morning news, Apr. 14, 1954, p. 15) Appl. author: Benton & Bowles, inc. © 14Apr54; KK96655.
- Planning a vacation? Now's the time to get your free Conoco Touraide ... (Gasoline) (In Corpus Christi caller-times, Apr. 4, 1954, p. 6B) Appl. author: Benton & Bowles, inc. © 4Apr54; KK97175.
- A quality choice of the world's leading synthetic detergent processors. Neolene 400. (In Soap and sanitary chemicals, Apr. 1954, p. 13) Appl. author: Benton & Bowles, inc. © 16Mar54; KK96656.
- The tank truck. Father and son team works together, relaxes together too. Conoco [motor oil] (In Western farm life, Mar. 1, 1954, p. 40) Appl. author: Benton & Bowles, inc. © 1Mar54; KK94419.

The tank truck. From auto row, to a row to hoe, that's farmer Myers' story. Conoco [motor oil] (In Progressive farmer, May 1954, p. 59) Appl. author: Benton & Bowles, inc. © 16Apr54; KK96658.

The tank truck. He tied down the sand to win a championship. Conoco [motor oil] (In Western farm life, Jan. 1, 1954, p. 24) Appl. author: Benton & Bowles, inc. © 1Jan54; KK92696.

The tank truck. Once he had to be a night-time farmer. Conoco [motor oil] (In Western farm life, Dec. 1, 1953, p. 40) Appl. author: Benton & Bowles, inc. © 1Dec53; KK93035.

The tank truck. They grow good farmers young down Texas way. Conoco [motor oil] (In Western farm life, Apr. 1, 1954, p. 56) Appl. author: Benton & Bowles, inc. © 1Apr54; KK96653.

The tank truck. They've discovered the secret of perpetual motion for tractors. Conoco [motor oil] (In Western farm life, Feb. 1, 1954, p. 48) Appl. author: Benton & Bowles, inc. © 1Feb54; KK94420.

These motorists can tell you why there's no substitute for new Conoco super gasoline with TCP. (In the Dallas morning news, Feb. 17, 1954, p. 12) Appl. author: Benton & Bowles, inc. © 17Feb54; KK94656.

They say it better than we can. New Conoco super gasoline with TCP. (In the Dallas morning news, Mar. 17, 1954, p. 15) Appl. author: Benton & Bowles, inc. © 17Mar54; KK95592.

CONTROLLED FLOW VALVE COMPANY. ©
Controlled Flow valves. Bulletin no. 1001. Folder. Appl. author: Carl Lawson Advertising Co. © 25Mar54; KK94864.

COOK CHEMICAL COMPANY. ©
Real-Kill bug killer. One pint. Label. Appl. author: Ralph G. Martin. © 23Dec53; KK92792.

COOLIDGE, RICHARD P. ©
The Base-Line system of masking. (Litho masking paper) Label. © 1Sep52 (in notice: 1948); KK96914.

COOPER (EUGENE) STUDIO. ©
Cathy's Cuddle Club membership card. (Portraits) © 15Apr54; KK95923.

COOPER SPLIT ROLLER BEARING CORPORATION. ©
Cooper split roller bearings. 16 p. Appl. author: Edward Tiers Manning. © 21Sep53; KK95116.

CORBIN AND MORRISON, INC. ©
D'ye gie a hoot, mon? (Telephone answering service) Card. Appl. author: J. L. Morrison. © 1Mar54; KK95511.

Doctor is all in. (Telephone answering service) Card. Appl. author: Joseph L. Morrison. © 1Mar54; KK95508.

Early bird? (Telephone answering service) Card. Appl. author: Joseph L. Morrison. © 1Mar54; KK95506.

Here is an invitation. (Telephone answering service) Card. Appl. author: J. L. Morrison. © 1Mar54; KK95420.

Save. Save time, save money, and perhaps save your health ... (Telephone answering service) Card. Appl. author: Joseph L. Morrison. © 1Mar54; KK95421.

Take your time. (Telephone answering service) Card. Appl. author: Joseph L. Morrison. © 1Mar54; KK95422.

Time is precious. (Telephone answering service) Card. Appl. author: Joseph L. Morrison. © 1Mar54; KK95507.

Two places at once. (Telephone answering service) Card. Appl. author: Joseph L. Morrison. © 1Mar54; KK95509.

You can't take it with you. (Telephone answering service) Card. Appl. author: J. L. Morrison. © 1Mar54; KK95510.

CORNING BAKING COMPANY, INC. ©
Gingham Girl bread. 16 oz. net wt. Label. Appl. author: Milprint, inc. © 7May54; KK96345.

CORO, INC. ©
Antilles, by Coro. The enchantment of a Caribbean spring ... (Jewelry) (In Charm, Mar. 1954, p. 45) Appl. author: Adolph Katz. © 1Mar54; KK94743.

Biarritz by Coro. (Costume jewelry) (In Charm, Feb. 1954, p. 17) Appl. author: Adolph Katz. © 1Feb54; KK93440.

Fashion forecasts a white, bright spring with Dazzle White, by Coro. (Jewelry) (In Glamour, Mar. 1954, p. 4) Appl. author: Adolph Katz. © 1Mar54; KK94744.

I love Coro jewelry because for date time, Coro designs the dreamiest styles ever. (In Seventeen, Mar. 1954, p. 103) Appl. author: Adolph Katz. © 1Mar54; KK94740.

I love Coro jewelry because for day time, Coro is tops in every class ... (In Seventeen, Mar. 1954, p. 102) Appl. author: Adolph Katz. © 1Mar54; KK94741.

Ice Blue, new fashion jewelry accent for spring. (In Mademoiselle, Mar. 1954, p. 35) Appl. author: Adolph Katz. © 1Mar54; KK94745.

Love Birds by Coro. (Jewelry) (In Harper's bazaar, Mar. 1954, p. 33) Appl. author: Adolph Katz. © 1Mar54; KK94742.

New amazing discovery makes simulated pearls look real. Aristocrat by Coro. (In Harper's bazaar, Apr. 1954, p. 69) Appl. author: Adolph Katz. © 1Apr54; KK95570.

New amazing discovery makes simulated pearls look real. Aristocrat by Coro. (In the New York times magazine, Jan. 17, 1954, p. 7) Appl. author: Adolph Katz. © 17Jan54; KK93089.

Reflecting the elegance of Versailles jewelry, by Coro. (In Mademoiselle, Feb. 1954, p. 15) Appl. author: Adolph Katz. © 1Feb54; KK93441.

CORRULUX DIVISION, LIBBEY OWENS FORD GLASS COMPANY. SEE Libbey Owens Ford Glass Company.

CORSAIR BATTERY COMPANY. ©
The battery with the future. List CP 100, effective Apr. 3, 1954. Sheet. © 3Apr54; KK96601.

CORTLAND BAKING COMPANY. ©
Cobakco white enriched bread. Net wt. 1 lb. Label. Appl. author: Milprint, inc. © 14May54; KK96435.

COSMOPOLITAN ENTERPRISES. ©

Whether you profit from it as a selling accessory or as a Christmas gift ... The Cad-Pad. (Auto accessory) Sheet. Appl. author: Charles H. Burmeister. © 1Dec53; KK93573.

COTTAGE PRODUCTS, INC. ©

Cottage frozen waffles. Sheet. Appl. author: Richard H. Gross. © 17Mar54; KK95862.

COTY, INC. ©

Coty world-famed toilet water, presented in a revolutionary new lock atomizer. Emeraude. (In Casper morning star, Casper, Wyo., June 2, 1954, p. 13) Appl. author: Franklin Bruck Advertising Corp. © 2Jun54; KK97066.

A fine perfume actually gives you more beauty than any cosmetic. Chypre, by Coty. (In the Playbill, Apr. 5, 1954) Appl. author: Franklin Bruck Advertising Corp. © 5Apr54; KK95364.

A fine perfume actually gives you more beauty than any cosmetic. Chypre Coty. [4 x 5 1/2 in. ad] (In the Playbill, Mar. 1, 1954) Appl. author: Franklin Bruck Advertising Corp. © 1Mar54; KK94413.

A fine perfume actually gives you more beauty than any cosmetic. Chypre Coty. [10 1/4 x 2 1/4 in. ad] (In the New Yorker) Appl. author: Franklin Bruck Advertising Corp. © 10Apr54; KK95430.

A fine perfume actually gives you more beauty than any cosmetic. Meteor Coty. [Bottle; 10 x 2 1/4 in. ad] (In the Playbill, Jan. 25, 1954) Appl. author: Franklin Bruck Advertising Corp. © 25Jan54; KK93338.

A fine perfume actually gives you more beauty than any cosmetic. Meteor, by Coty. [Woman & bottle] (In the Playbill, Apr. 12, 1954) Appl. author: Franklin Bruck Advertising Corp. © 12Apr54; KK95431.

A fine perfume actually gives you more beauty than any cosmetic. Muguet des Bois. (In Ladies' home journal, May 1954, p. 100-101) Appl. author: Franklin Bruck Advertising Corp. © 1May54; KK96075.

A fine perfume actually gives you more beauty than any cosmetic. Muse Coty. [Bottle; 4 x 5 1/2 in. ad] (In the Playbill, Feb. 22, 1954, p. 18) Appl. author: Franklin Bruck Advertising Corp. © 22Feb54; KK94094.

A fine perfume actually gives you more beauty than any cosmetic. Muse Coty. [Bottle; 10 x 2 1/2 in. ad] (In the New Yorker) Appl. author: Franklin Bruck Advertising Corp. © 20Mar54; KK95433.

A fine perfume actually gives you more beauty than any cosmetic. Styx by Coty. [Bottle; 4 x 5 1/2 in. ad] (In the Playbill, Apr. 19, 1954) Appl. author: Franklin Bruck Advertising Corp. © 19Apr54; KK95912.

A fine perfume actually gives you more beauty than any cosmetic. Styx Coty. [4 x 5 1/2 in. ad] (In the Playbill, Feb. 1, 1954) Appl. author: Franklin Bruck Advertising Corp. © 1Feb54; KK93557.

A fine perfume actually gives you more beauty than any cosmetic. Styx Coty. [10 x 2 1/4 in. ad] (In the New Yorker, Mar. 6, 1954, p. 80) Appl. author: Franklin Bruck Advertising Corp. © 6Mar54; KK94268.

A fine perfume actually gives you more beauty than any cosmetic. The impression you make on others ... Muse, by Coty. [Female & bottle] (In the Playbill, Mar. 29, 1954) Appl. author: Franklin Bruck Advertising Corp. © 29Mar54; KK95432.

Proof of much more glamour from Air Spun than any other face powder. (In Life, Mar. 29, 1954, p. 96) Appl. author: Franklin Bruck Advertising Corp. © 29Mar54; KK94818.

So French, so flirtatious, so gay. Muguet des Bois. (Skin perfume & cologne) (In Lakeland ledger, Lakeland, Fla.) Appl. author: Franklin Bruck Advertising Corp. © 28Apr54; KK96062.

Spray yourself with beauty. (Perfume) (In Good housekeeping) Appl. author: Franklin Bruck Advertising Corp. © 20May54; KK96920.

Unbelievably long lasting. Sensational new Coty creamy skin perfume, Air Spun face powder. Appl. author: Franklin Bruck Advertising Corp. © 24Mar54; KK95057.

COX, RALPH F. ©

Kandi. Raco sifted white self-rising corn meal. 2 lbs. net. Label. © 18Dec53; KK94548.

CRAWFORD MANUFACTURING COMPANY, INC. ©

First quality low priced specials. No. 5402 glider cushions [and] no. 5489 raincoats. Sheet. Appl. author: Harry Burn, Jr. © 7Jan54 (in notice: 1953); KK92981.

CREAM OF WHEAT CORPORATION. ©

Junior. Look pop, no hands, bet you can't do it. (Wheat breakfast food) (In Ladies' home journal, Mar. 1954, p. 181) © 24Feb54; KK94129.

Junior. Yipe. Gangway, I'm a rocket ship. (Wheat breakfast food) (In the American weekly, Feb. 28, 1954, p. 28) © 28Feb54; KK95514.

Junior. Yipe, Junior's flooded the cellar again. (Wheat breakfast food) (In the American weekly, Jan. 31, 1954, p. 25) © 31Jan54; KK93909.

Junior, look out; don't kick that ladder. (Breakfast food) (In Ladies' home journal, Dec. 1953, p. 18) © 22Nov53; KK92337.

CREAMETTE COMPANY. ©

Ready-cut spaghetti. Special offer. 8 oz. net wt. Label. Appl. author: Waldorf Paper Products Co. © 1Feb54; KK94599.

CROSLEY BROADCASTING CORPORATION. ©

Nothing works like wantmanship. Give people the want and you're on your way. (Radio & television service) (In Sponsor, Apr. 5, 1954, p. 21) Appl. author: The Ralph H. Jones Co. © 5Apr54; KK95837.

Nothing works like wantmanship. Wantmanship is as inside as an urge. (Radio & television service) (In Tide, May 22, 1954, p. 35) Appl. author: The Ralph H. Jones Co. © 22May54; KK97022.

Nothing works like wantmanship. What you're selling is better than most people have. (Radio & TV service) (In Sponsor, May 3, 1954, p. 21) Appl. author: The Ralph H. Jones Co. © 3May54; KK96132.

CROSLEY DIVISION, AVCO MANUFACTURING CORPORATION. SEE Avco Manufacturing Corporation.

CROSS COMPANY. ©

How to get the most out of capital expenditures. (Production plans) 13 p. Appl. author: Gus H. Bobertz. © 1Jan54; KK93597.

CROSS ENGINEERING COMPANY. ©

Cross packaged merchandising means plus profits to you. Cross perforated steel. Folder. Appl. author: Mildred C. Gill. © 13May54; KK96681.

Cross perforated steel segments, sections, decks and parts for vibrating, revolving, shaking. Folder. Appl. author: Mildred C. Gill. © 15Feb54; KK93734.

CROSS-OUT ADVERTISING COMPANY.

Let's play Cross-Out. SEE Bugg, Loyal L.

CROWN SOAP COMPANY. ©

For your health and protection, Immunol antiseptic powdered hand soap. Net weight 5 lbs. [Box] Label. Appl. author: Morris Yankner. © 22Mar54; KK94660.

This machine without the operator, is like a car without gas. Sheet. Appl. author: Morris Yankner. © 22Jun54; KK97700.

Why guards? Infectious bacteria, the most dangerous saboteur of production and profits is invisible. Sheet. Appl. author: Morris Yankner. © 23Jun54; KK97699.

CROWN ZELLERBACH CORPORATION. ©

[Baby lima beans; no. 629 vignette. Stock no. 6] (Frozen food wrapper) Label. © 1Jun54; KK97694.

[Buttered beef steak; no. 420 vignette. Stock no. 4] (Frozen food wrapper) Label. © 1Jun54; KK97697.

[Cauliflower; adform no. 342] (Frozen food wrapper) Label. © 1Mar54; KK94752.

[Crabcake; no. 418 vignette. Stock no. 4] (Frozen food wrapper) Label. © 1May54; KK96338.

[Crown Line] green peas; [no. 512 vignette. Stock no. 5] Net wt. 10 oz. (Frozen food wrapper) Label. © 1Jun54; KK97695.

[Dinner steak; no. 421 vignette. Stock no. 4] (Frozen food wrapper) Label. © 1Jun54; KK97696.

[Fish fillet; no. 416 vignette] (Frozen food wrapper) Label. © 1Apr54; KK95198.

[French fried potato; no. 103 vignette. Stock no. 1] (Frozen food wrapper) Label. © 1Apr54; KK96564.

[French fried potato; no. 303 vignette. Stock no. 3] (Frozen food wrapper) Label. © 1Apr54; KK96563.

[Peeled and deveined shrimp; no. 345 vignette] (Frozen food wrapper) Label. © 1Mar54; KK95199.

[Shrimp in shell; no. 311 vignette] (Frozen food wrapper) Label. © 1Feb54; KK94214.

CROWN ZELLERBACH CORPORATION. Cont'd.

[Succotash; no. 223 vignette] (Frozen food wrapper) Label.
© 1Mar54; KK94333.

This last slice makes or loses your next sale. Mullinix lightproof packages [for bacon] (In Meat, Nov. 1953, p. 79). Appl. author: Baker, Johnson & Dickinson.
© Crown Zellerbach Corp., Western Waxed Paper Co. Division; 11Nov53; KK92377.

[Veal cutlet; no. 415 vignette] (Frozen food wrapper) Label.
© 1Feb54; KK94130.

[Waffle; no. 417 vignette] Label.
© 1Jan54; KK93335.

White butter beans; no. 350 vignette (Frozen food wrapper) Label.
© 1Dec53; KK92421.

CUDAHY PACKING COMPANY. ©

After all, the taste tells. Cudahy Puritan bacon. Label.
© 16Sep47; KK93785.

After all, the taste tells. Cudahy Puritan ready to eat tender ham. Label.
© 14Sep50; KK93786.

New, turns golden when wet. New Old Dutch cleanser. (In St. Luke's hospital fashion show program, Oct. 21, 1953, p. 81). Appl. author: Young & Rubicam, inc.
© 21Oct53; KK94432.

CULLIGAN, INC. ©

The automatic-feature Cul-Matic water softener. Folder. Appl. author: A. T. Franz. © 25Jan54; KK93275.

Culligan selling is seasonal selling. (Water conditioning equipment) Folder. Appl. author: Alex T. Franz, Jr. © 12Mar54; KK94536.

Culligan soft water. Own a Cul-Matic water softener. (In Country gentlemen, Apr. 1954, p. 127). Appl. author: Alex T. Franz.
© 31Mar54; KK95276.

Culligan soft water is featured in 6 leading magazines. (In Suburban life, Mar. 21, 1954, p. 12). Appl. author: Alex T. Franz.
© 19Mar54; KK96094.

Culligan soft water, that clear, filtered, sparkling kind of water ... (Water conditioning equipment) (In Good housekeeping, May 1954, p. 218). Appl. author: Alex T. Franz. © 20Apr54; KK95579.

Culligan soft water, that clear, filtered, sparkling kind of water ... (Water conditioning equipment) (In Parents' magazine, May 1954, p. 82). Appl. author: Alex T. Franz. © 20Apr54; KK95892.

Culligan 10 year warranty plan. (Water conditioning equipment) Folder. Appl. author: A. T. Franz. © 8Jan54; KK93013.

Get tomorrow's water today. (Water conditioning equipment) (In Life, Apr. 19, 1954, p. 82). Appl. author: Alex T. Franz. © 16Apr54; KK95545.

Of course it's a Culligan water softener. Folder. Appl. author: Alex T. Franz. © 7May54; KK96493.

Presenting the Culligan automatic, America's first appliance-styled water softener. Sheet. Appl. author: Alex T. Franz. © 7May54; KK96207.

CUNNINGHAM, PHYLLIS. ©

See your brown hair come to life ... Sparx shampoo. (In Sunday mirror,

New York, Nov. 22, 1953, p. 12)
© 22Nov53; KK93601.

CURTS LABORATORIES, INC. ©

1954 products and prices. (Veterinary pharmaceuticals, instruments & biologicals) 33 p. Appl. author: K. M. Curts. © 2Apr54; KK97155.

CUSTOM MATRIX COMPANY. ©

Economatrix, lifesaver for recap-pers. (Tire recapping) (In Tire, battery and accessory news, Feb. 1954, p. 10). Appl. author: Robert L. Stassen. © 18Feb54; KK94825.

CUTLER, NORMAN, sole owner, ROYAL FACTORIES. SEE Royal Factories.

D

D AND D MANUFACTURING COMPANY. SEE Dandee Doll Manufacturing Company.

DAGGETT CHOCOLATE COMPANY, d.b.a. MASTER CHOCOLATE MAKERS. SEE Master Chocolate Makers.

DAIRY QUEEN NATIONAL TRADE ASSOCIATION, INC. ©

Boy oh boy, cantaloupe-a-la Dairy Queen at home. South Grand Avenue on highway 218. (Whole-milk & sweet cream frozen food) (In Charles City press, Charles City, Iowa, Aug. 21, 1953, p. 8). Appl. author: Kenneth D. Warren.
© 21Aug53; KK93260.

Dairy Queen, a tribute to free enterprise. (Whole-milk & sweet-cream frozen food) (In the Saturday evening post, May 15, 1954, p. 122-123). Appl. author: Joseph B. Wells. © 12May54; KK96714.

Dairy Queen, the world's richest and smoothest malts and shakes. Dairy Queen Ave. (Whole-milk & sweet cream frozen food) (In New Ulm review, New Ulm, Minn., May 13, 1954, p. 2). Appl. author: Joseph B. Wells. © 13May54; KK97439.

Fill your freezer before our seasonal closing, Sunday Nov. 8th. 434 E. Wooster. (Whole-milk & sweet-cream frozen food) (In Daily sentinel-tribune, Bowling Green, Ohio, Nov. 3, 1953, p. 10). Appl. author: Kenneth D. Warren.
© 3Nov53; KK93262.

For easy to fix desserts at home. Located at the south edge of Belleville on east US36. (Whole-milk & sweet cream frozen food) (In the Belleville telescope, Belleville, Kan., May 6, 1954, p. 6C). Appl. author: Joseph B. Wells.
© 6May54; KK97437.

Fresh from the freezer when flavor is at its fullest. Dairy Queen sundaes. Located at the south edge of Belleville on east US36. (Whole-milk & sweet cream frozen food) (In the Belleville telescope, Belleville, Kan., May 13, 1954, p. 3B). Appl. author: Joseph B. Wells. © 13May54; KK97435.

Special fruit salad sundae. 1401 South Limit on hiway 65 south. (Whole-milk & sweet-cream frozen food) (In the Democrat, Sedalia, Mo., Aug. 3, 1953, p. 5). Appl. author: Kenneth D. Warren.
© 3Aug53; KK93258.

Special fruit salad sundae. 2 convenient locations, east, next to Clara's, west, next to Sterling motel. (Whole-milk & sweet-cream frozen food) (In Daily herald,

Austin, Minn., Aug. 3, 1953, p. 12). Appl. author: Kenneth D. Warren. © 3Aug53; KK93257.

Take some home and you'll agree, pie-a-la Dairy Queen tastes better. (Whole-milk & sweet-cream frozen food) (In Daily chronicle, Caney, Kan., July 29, 1953, p. 2). Appl. author: Kenneth D. Warren.
© 29Jul53; KK93256.

Taste temptation, freshly frozen. (Whole milk & sweet cream frozen food) (In the Saturday evening post, June 26, 1954, p. 67). Appl. author: W. J. Henderson.
© 23Jun54; KK97673.

A tasty treat, the queen's own butter pecan sundae. 3304 1st Ave. NE, 2100 7th Ave. Marion, 220 Third St. SW. (Whole-milk & sweet cream frozen food) (In the Cedar Rapids gazette, Cedar Rapids, Iowa, May 11, 1954, p. 11). Appl. author: Joseph B. Wells.
© 11May54; KK97438.

Today's temptation, the queen's own delicious strawberry shortcake. 14th and State. (Whole-milk & sweet cream frozen food) (In the Tiller and toiler, Larned, Kan., May 13, 1954, p. 2). Appl. author: Joseph B. Wells. © 13May54; KK97436.

2-for-1 sale. Thursday, May 6th, Dairy Queen any flavor sundae. Grand and Farnham, North Henderson St. (Whole-milk & sweet cream frozen food) (In the Daily register-mail, Galesburg, Ill., May 5, 1954, p. 6). Appl. author: Joseph B. Wells. © 5May54; KK97649.

What a sight, what a taste. Banana split. Across from Oak Grove cemetery. (Whole-milk & sweet-cream frozen food) (In Delaware gazette, Delaware, Ohio, Oct. 16, 1953, p. 5). Appl. author: Kenneth D. Warren. © 16Oct53; KK93261.

What a sight, what a taste. Banana split. 715 W. Main St. (Whole-milk & sweet-cream frozen food) (In Chronicle-herald, Hoopeston, Ill., Aug. 14, 1953, p. 2). Appl. author: Kenneth D. Warren.
© 14Aug53; KK93259.

The world's smoothest, richest Dairy Queen malts, shakes. 1004 West Burlington. (Whole-milk & sweet cream frozen food) (In the Fairfield daily ledger, Fairfield, Iowa, May 11, 1954, p. 8). Appl. author: Joseph B. Wells.
© 11May54; KK97440.

The world's smoothest-richest malts, shakes. Dairy Queen store, north on 51. (Whole-milk & sweet cream frozen food) (In the Merrill dairy herald, Merrill, Wis., May 18, 1954, p. 8). Appl. author: Joseph B. Wells. © 18May54; KK97650.

DAIRMEN'S ASSOCIATION, LTD.

Official Dairymen's 49th state booster flag. Cottage cheese. Sheet. Appl. author: Fred Ichiro Tamura, employee for hire of Dairymen's. © Dairymen's Assn., ltd., a.k.a. Dairymen's; 1Apr54; KK94820.

DAIRMEN'S LEAGUE CO-OPERATIVE ASSOCIATION, INC. ©

Dairyalea butter. One pound net weight. Label. © 6Jan54 (in notice: 1953); KK94061.

Dairyalea grade A eggs. One dozen. Label. © 15Nov53; KK94060.

- Dairylea ice cream. Raspberry revel. One half gallon. Label. © 5Nov53; KK94058.
- Dairylea sour cream. One-half pint liquid. Label. © 27Aug53; KK94059.
- DALLAS IRON AND WIRE WORKS, INC. © The label on this gym set is your assurance of superior quality. Pre-Kut Add-A-Pla gymsets. Sheet. Appl. author: Philip Carl Lindman. © 8Mar54; KK94339.
- Pre-Kut Add-A-Pla gymsets. Mat service catalog. Folder. Appl. author: Philip Carl Lindman. © 15Mar54; KK94492.
- Pre-Kut ornamental iron. Mat service catalog. Sheets. Appl. author: Philip Carl Lindman. © 23Apr54; KK95540.
- See the biggest selection of gym sets ever offered. Pre-Kut Add-A-Pla gymsets. Folder. Appl. author: Philip Carl Lindman. © 14Apr54; KK95596.
- You can make beautiful lawn furniture like this. Pre-Kut ornamental iron lawn furniture kits. Sheet. Appl. author: Philip Carl Lindman. © 28Jan54; KK93735.
- DAMO WROUGHT IRON COMPANY. © Build it yourself with Damo legs, components, brackets. Poster. Appl. author: Morgan S. Young. © 22Mar54; KK94806.
- Build it yourself with Damo wrought iron. (Furniture components) Folder. Appl. author: Morgan S. Young. © 29Dec53; KK93379.
- DANA PERFUMES, INC. © And the night shall be filled with music. Tabu. [Woman with eyes closed, leaning] (In Town & country, Apr. 1954, p. 1) Appl. author: Ross Roy, inc. © 31Mar54; KK96315.
- And the night shall be filled with music. Tabu. [Woman with left hand over mouth] (In Town & country, June 1954, p. 1) Appl. author: Ross Roy, inc. © 31May54; KK97444.
- And the night shall be filled with music. Tabu. [Woman with right hand over right eye] (In Harper's bazaar, June 1954, p. 33) Appl. author: Ross Roy, inc. © 1Jun54; KK97445.
- Away to far places, the starry spaces. Tabu, 20 Carats, Emir, Platine. (In Seventeen, June 1953, p. 44) Appl. author: Ross Roy, inc. © 1Jun53; KK94483.
- Beauty and the best. One of Dana's fabulous four colognes ... Tabu, Platine, 20 Carats, Emir. (In Cosmetics & toiletries, June 1954, p. 8) Appl. author: Ross Roy, inc. © 28May54; KK97443.
- The cologne after your bath, the perfume after you dress. (In Seventeen, July 1952, p. 30) Appl. author: Ross Roy, inc. © 1Jul52; KK93122.
- Eternally beautiful Tabu. (In Town & country, Sept. 1952, p. 1) Appl. author: Ross Roy, inc. © 1Sep52; KK94228.
- The exciting Tabu woman might very well be you. [Figure standing; picture of kissing couple in background] (In Town & country, May 1952, p. 1) Appl. author: Ross Roy, inc. © 30Apr52; KK93953.
- The exciting Tabu woman might very well be you. [Woman in strapless dress with hand to face] (In Town & country, May 1953, p. 1) Appl. author: Ross Roy, inc. © 30Apr53; KK94229.
- The exciting Tabu woman might very well be you. [Woman sitting, face turned sideways] (In Glamour, Dec. 1952, p. 23) Appl. author: Ross Roy, inc. © 22Nov52; KK94224.
- The exciting Tabu woman might very well be you. [Woman with hands on right knee] (In Town & country, Jan. 1953, p. 1) Appl. author: Ross Roy, inc. © 31Dec52 (in notice: 1953); KK94481.
- The exciting Tabu woman might very well be you. [Woman with hands under chin] (In Harper's bazaar, Oct. 1952, p. 88) Appl. author: Ross Roy, inc. © 1Oct52; KK94226.
- The exciting Tabu woman might very well be you. [Woman with one leg on chair, one on floor] (In Town & country, Feb. 1953, p. 1) Appl. author: Ross Roy, inc. © 30Jan53; KK94482.
- The exciting Tabu woman might very well be you, and remember, Tabu seems to never quite leave whatever it touches. (In Beauty fashion, Aug. 1952, p. 47) Appl. author: Ross Roy, inc. © 10Aug52; KK93952.
- The exciting Tabu woman might very well be you, with just a drop of Tabu here and there. (In Town & country, Apr. 1952, p. 1) Appl. author: Ross Roy, inc. © 31Mar52; KK93955.
- Expect a wonderful reception, Dana perfumes for Christmas. Tabu, 20 Carats, Emir, Platine. (In Beauty fashion, Oct. 1953, p. 71) Appl. author: Ross Roy, inc. © 10Oct53; KK96317.
- The fascination of Tabu is beyond explanation, and beyond forgetting. (In Beauty fashion, Oct. 1953, p. 51) Appl. author: Ross Roy, inc. © 10Oct53; KK95495.
- For fragrant red lips, lipstick Tabu. Now your lips breathe out the tantalizing fragrance ... (In Glamour, Oct. 1952, p. 175) Appl. author: Ross Roy, inc. © 22Oct52; KK94221.
- For fragrant red lips, lipstick Tabu. Now your lips breathe out the tantalizing fragrance ... (In Charm, Oct. 1952, p. 139) Appl. author: Ross Roy, inc. © 23Sep52; KK93123.
- For good reason, Tabu is named the forbidden perfume by Dana. (In Mademoiselle, Sept. 1953, p. 171) Appl. author: Ross Roy, inc. © 29Aug53; KK95490.
- For your golden hour. Could you believe the color, the opulence of gold would be translated into fragrance? 20 Carats. (In Seventeen, Feb. 1954, p. 119) Appl. author: Ross Roy, inc. © 1Feb54; KK96316.
- For your golden hour. How wonderful is 20 Carats by Dana, light, lilt-ing fragrance for spring. (In Cosmetics & toiletries, Mar. 1954, p. 1) Appl. author: Ross Roy, inc. © 28Feb54; KK96320.
- Four moods hath every woman. Her Tabu mood; her 20 Carats mood; her Emir mood; her Platine mood. [Color] (In Holiday, Mar. 1953, p. 2) Appl. author: Ross Roy, inc. © 17Feb53; KK96170.
- Four moods hath every woman. Her Tabu mood; her 20 Carats mood; her Emir mood; her Platine mood. [Black & white] (In Cosmetics & toiletries, Mar. 1953, p. 6) Appl. author: Ross Roy, inc. © 28Feb53; KK94223.
- Give her a Tabu Christmas. You, sir, will enjoy it too. (In Coronet, Dec. 1952, p. 2) Appl. author: Ross Roy, inc. © 24Nov52; KK94220.
- Inexpensive luxury. Tabu, 20 Carats, Emir, Platine. (In Charm, Apr. 1953, p. 127) Appl. author: Ross Roy, inc. © 23Mar53; KK95497.
- The inexpensive way to feel expensive. Tabu, Emir, 20 Carats, Platine, Voodoo. (In Town & country, Mar. 1952, p. 146) Appl. author: Ross Roy, inc. © 28Feb52; KK93956.
- The irresistible she, you with Tabu. (In Beauty fashion, Nov. 1952, p. 51) Appl. author: Ross Roy, inc. © 10Nov52; KK94225.
- Let the naive beware. Tabu, the forbidden perfume by Dana. (In Glamour, Aug. 1953, p. 133) Appl. author: Ross Roy, inc. © 22Jul53; KK95491.
- Liquid colognes, by Dana. Tabu, Emir, 20 Carats, Platine. (In Town & country, June 1952, p. 37) Appl. author: Ross Roy, inc. © 31May52; KK93954.
- Liquid colognes by Dana have a secret mission. Tabu, 20 Carats, Emir, Platine. (In Holiday, July 1953, p. 30) Appl. author: Ross Roy, inc. © 18Jun53; KK94484.
- Nothing can compare with the lavish luxury of liquid colognes, by Dana. (In Charm, May 1952, p. 6) Appl. author: Ross Roy, inc. © 22Apr52; KK93951.
- Parfum 20 Carats, beautiful beyond belief, wear it and then you'll know. (In the New Yorker, Nov. 22, 1952, p. 87) Appl. author: Ross Roy, inc. © 20Nov52; KK94222.
- Parfum 20 Carats, for that golden touch. (In Vogue, Oct. 1, 1953, p. 50) Appl. author: Ross Roy, inc. © 1Oct53; KK95494.
- The rhapsody is you, the composer Tabu. (In Glamour, Apr. 1953, p. 47) Appl. author: Ross Roy, inc. © 23Mar53; KK95493.
- A shower of fragrance faithfully translated from the perfume colognes. Tabu, 20 Carats, Emir, Solid Cologne, Platine, Triplets. (In Mademoiselle, Oct. 1953, p. 59) Appl. author: Ross Roy, inc. © 29Sep53; KK95496.
- Tabu, the fragrance that will thrill you when she wears it. (In Esquire, Feb. 1953, p. 109) Appl. author: Ross Roy, inc. © 8Jan53; KK94480.
- This is the essence of incaution, eloquent symbol of the poetry of emotion. Tabu. [Woman with hands on chin & side of head] (In Town & country, Feb. 1954, p. 1) Appl. author: Ross Roy, inc. © 30Jan54; KK96318.
- This is the essence of incaution, eloquent symbol of the poetry of emotion. Tabu. [Woman with hands on mouth] (In Charm, Feb. 1954, p. 23) Appl. author: Ross Roy, inc. © 22Jan54; KK96319.

DANA PERFUMES, INC. Cont'd.

To each her own, among these is your very special Christmas fragrance. Platine, Emir, 20 Carats, Tabu. (In Vogue, Dec. 1952, p. 25) Appl. author: Ross Roy, inc. © 1Dec52; KK94227.

You feel more beautiful when you're Tabu top to toe. (In This Week, Sept. 27, 1953, p. 38) Appl. author: Ross Roy, inc. © 27Sep53; KK94485.

You'll live it again and again, the irrevocable night you dare to wear Tabu. (In Modern bride, fall 1953, p. 101) Appl. author: Ross Roy, inc. © 13Jul53; KK95492.

DANDEE DOLL MANUFACTURING COMPANY.

Attend the church of your faith ... The family that prays together stays together. Label. © Mary Ruthenberg, t.a. D & D Mfg. Co. & Dandee Doll Mfg. Co.; 8Mar54; KK94653.

DAN DEE PRETZEL AND POTATO CHIP COMPANY. ©

Bite size Dan Dee pretzel nibbets. Net wt. 6 oz. Label. © 8Oct53; KK92438.

Dan Dee potato ruffles. Net wt. 1 1/4 ozs. Label. © 16Nov53; KK93361.

Dan Dee toasted Julienne potatoes. Net wt. 7 oz. Label. © 9Nov53; KK92437.

DANDREW'S MAGIC NOVELTY COMPANY.

Magic sponges, two sponges, one in your hand, one in spectator's, presto. Label. © George Young, d.b.a. Dandrew's Magic Novelty Co.; 1Sep53; KK93789.

DANIELS (KEN) ADVERTISING.

Magic coupon. (General merchandise) © Kenneth Joseph Daniels, d.b.a. Ken Daniels Advertising; 11Mar54; KK94502.

DANIELS, KENNETH JOSEPH, d.b.a. KEN DANIELS ADVERTISING. SEE Daniels (Ken) Advertising.

DANVERS SHOE COMPANY, INC. ©

The Chico Pound-a-Pair. Label. © 10May54; KK96584.
The Chico Travel-Lite. Label. © 5May54; KK96583.

DAPRATO STATUARY COMPANY.

Daprato art bulletin. Folder. Appl. author: Paul Rigali. © Daprato Statuary Co., parent firm of Daprato Studios.
240. © 1Jan54; KK93190.
241. © 1Feb54; KK95298.
242. © 1Apr54; KK95542.
243. © 1May54; KK96608.
244. © 1Jun54; KK97560.

DARTELL LABORATORIES. ©

Dartrate; a food supplement providing total B-complex vitamins and 13 minerals. Net contents 90 tablets. Label. Appl. author: Norman Dartell. © 30Dec53; KK93802.

DAVEY TACKLE COMPANY. ©

Davey Dimple duo pack. The [fishing] spoon that gets results. Label. Appl. author: Richard E. Pultz. © 9Jan54; KK92703.

DAVIS, ADRIAN B., d.b.a. DAVIS MANUFACTURING COMPANY. SEE Davis Manufacturing Company.

DAVIS, HENRY J., DAVIS ELECTRONICS. SEE Davis Electronics.

DAVIS, PRIDHAM. ©

Among the eyesight professions, only the optometrist brings you, as a regular custom, all these services. Folder. © 1Jan54; KK93584.

DAVIS ELECTRONICS.

What can you believe in antenna claims? (In Technician, Feb. 1954, p. 17) © Henry J. Davis, Davis Electronics; 1Feb54 (in notice: 1953); KK95505.

DAVIS MANUFACTURING COMPANY.

Be safe, use Firite fire starter. One dozen, 29¢. Label. © Davis Mfg. Co., the business name of Adrian B. Davis; 13Apr54; KK97340.

Be safe, use Firite fire starter. Retail 98¢ a box. Sheet. © Davis Mfg. Co., the business name of Adrian B. Davis; 11Mar54; KK97341.

DAY-BRITE LIGHTING, INC. ©

Day-Brite derby downlights. (Fluorescent lighting fixtures) Folder. Appl. author: Gardner Advertising Co., employer for hire of Dean Pennington. © 14Jun54; KK97428.

Day-Brite Plexoline-4 hinged Sky-tex glass bottom plastic side panels, for four 4-foot Rapid-Start lamps. Section 10, sheet 30A. (Fluorescent lighting fixtures) Appl. author: Day-Brite Lighting, inc., employer for hire of Louis J. Rozier. © 22Jun54; KK97717.

Deep baffled derby downlights, semi-recessed and recessed units. Section 50, sheet 25. (Fluorescent lighting fixtures) Catalog sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of Louis J. Rozier. © 30Apr54; KK96423.

The new United States Gypsum E-Z-S ceiling system, with Day-Brite Mobilex [fluorescent] lighting system. Folder. Appl. author: Day-Brite Lighting, inc., employer for hire of Louis J. Rozier. © 22Jan54; KK93129.

DAYTON RUBBER COMPANY. ©

Air-condition your dreams. Dayton Koofloam air-conditioned pillows. (In the New York times magazine, Apr. 25, 1954, p. 63) Appl. author: Norman D. Waters & Associates. © 25Apr54; KK97162.

DAZOR MANUFACTURING CORPORATION. ©

Catalog and retail price list, effective Mar. 1, 1954. Dazor floating fixtures. Form 731. 11 p. © 18Feb54; KK94186.
Catalog for authorized distributor use only, prices effective Mar. 1, 1954. Dazor floating fixtures. Form 761. 11 p. © 18Feb54; KK94189.

Catalog for dealer use only, prices effective Mar. 1, 1954. Dazor floating fixtures. Form 751. 11 p. © 18Feb54; KK94188.

Catalog for industrial users only, prices effective Mar. 1, 1954. Dazor floating fixtures. Form 741. 11 p. © 18Feb54; KK94187.

List of authorized service stations, effective Mar. 1, 1954. Dazor floating fixtures. Form 584. Pamphlet. © 18Feb54; KK94184.

List of model numbers, effective Mar. 1, 1954. Dazor floating arm for microphones. Form 705. Folder. © 18Feb54; KK94185.

Parts catalog and retail price list, effective Mar. 1, 1954. Dazor

floating fixtures. Form 781. 24 p. © 18Feb54; KK94190.

Parts catalog for authorized distributor use only, prices effective Mar. 1, 1954. Dazor floating fixtures. Form 784. 24 p. © 18Feb54; KK94193.

Parts catalog for dealer use only, effective Mar. 1, 1954. Dazor floating fixtures. Form 783. 24 p. © 18Feb54; KK94192.

Parts catalog for industrial users only, prices effective Mar. 1, 1954. Dazor floating fixtures. Form 782. 24 p. © 18Feb54; KK94191.

DAZZO PRODUCTS, INC. ©

Installation instructions for Dazzo loading dock shelter no. 72. Sheet. Appl. author: Errol P. D'Azzo. © 29Dec53; KK92422.

DEARBORN CHEMICAL COMPANY. ©

Dearborn Filmeen, for the control of return, line corrosion. Bulletin no. 5013-B. (Water treatment equipment) Folder. Appl. author: Robert R. Anderson. © 27Mar54; KK95840.

DECKER, VIC, sole owner DECKER ADVERTISING. SEE Decker Advertising.

DECKER ADVERTISING.

Presenting Frankie the keener wien-er. (Frankfurters) Sheet. © Decker Advertising, Vic Decker, owner; 4Jan50; KK96421.

DECORATOR TRENDS.

Chair kit and assembly instructions. Sheets. © Jerry Kadlec, d.b.a. Decorator Trends; 10May54; KK96247.

DE GONIA OF CALIFORNIA. ©

Sixty salad suggestions, by Chef de Gonia. (Spices, herbs & blends) Folder. © 20May54; KK96824.

Snacks 'n' dips, by Chef de Gonia. (Spices, herbs & blends) Folder. © 20May54; KK96823.

DELANEY, BART F. ©

Score the fight, see who's right. (Printing & printed matter) Folder. Appl. authors: Bart F. Delaney & Henry Obando. © 21Sep53; KK94537.

DE LASHMUTT (D. D.) COMPANY.

Jam Light, practical, decorative, attractive. (Electric light fixture) Folder. © David D. De Lashmutt, d.b.a. D. D. De Lashmutt Co.; 4Jan54; KK92726.

DE LASHMUTT, DAVID D., d.b.a. D. D. DE LASHMUTT COMPANY. SEE De Lashmutt (D. D.) Company.

DE LAVAL STEAM TURBINE COMPANY. ©

De Laval velocity stage class CA turbines. Bulletin 4202. Folder. Appl. author: Jess H. Cloud. © 14May54; KK96619.

For long range economy, for dependable service, specify De Laval products for industry. Bulletin 101. Folder. Appl. author: Jess H. Cloud. © 5Apr54; KK97280.

DELSON CANDY COMPANY.

Delson Merri-Mints make every meal a party. Half pound net. Label. Appl. author: Kenneth B. Walsh. © Delson Candy Co., a firm composed of Charles R. Adelson, J. L. Adelson, R. H. Adelson & Charles R. Adelson as trustee for his daughter E. S. Shaper; 17Nov52; KK95409.

DE LUCA, ROSE, AND THOMAS DE LUCA, d.b.a. MRS. DE LUCA'S FOODS. SEE Mrs. De Luca's Foods.

DE LUCA, THOMAS, AND ROSE DE LUCA, d.b.a. MRS. DE LUCA'S FOODS. SEE Mrs. De Luca's Foods.

DE MET'S, INC. ©
You've never tasted candy like this. Turtles. (In the Saturday evening post) © 6Dec52 (in notice: 1951); KK96293.

DENISON CORPORATION. ©
The Denison jalousie, outstanding at any stage of the building industry. (Windows & doors) Sheet. Appl. author: Edward Lewis Denison. © 5Nov53; KK92984.

Denison weather sealed jalousie and door. Sheet. Appl. author: Edward Lewis Denison. © 21Mar53; KK95004.

For any type of installation, in every type of building. Denison aluminum awning windows. Pamphlet. Appl. author: Edward Lewis Denison. © 1May54; KK96828.

The window of tomorrow delivered today. Denison glass jalousies. Sheet. Appl. author: Edward Lewis Denison. © 1Mar54; KK94297.

The window of tomorrow on sale today. Denison glass jalousies. Sheet. Appl. author: Edward Lewis Denison. © 15Feb54; KK93733.

DENTISTS' SUPPLY COMPANY OF NEW YORK. ©
The articulation of Pilkington-Turner posteriors. (Artificial teeth) Poster. Appl. author: Alan Jones Davis. © 15Apr53; KK94543.

DESCO SHOE CORPORATION. ©
First with the new, the sensationally new 3-dimensional fit in shoes. Revelations. Fit-A-Rama 3-D insole. Poster. Appl. author: Jacob Eisenberg. © 16Dec53; KK93489.

Revelations by Desco, with 3-dimensional fit in shoes, Fit-A-Rama foam rubber innersole. (In Footwear news, Jan 8, 1954, p. 28-29) Appl. author: Jacob Eisenberg. © 8Jan54; KK93399.

DESERT CHIMES.
Silent night. ARP 210-a. (Phonograph records) Label. © Desert Chimes, Charles S. & Mary T. Kendall, owners; 6Nov53; KK93731.

DESIGN AND PRINTING COMPANY, INC. ©
Perpetual wine & liquor inventory. Instruction sheet. © 1Mar54; KK97585.

DESIGN AND PRODUCTION, INC. ©
D & P modular study carrel. Sheet. Appl. author: Leonard Crane Rennie. © 17May54; KK97490.

DETREX CORPORATION. ©
The Detrex industrial drycleaning process. October 1, 1953. 18 p. Appl. author: George W. Walter. © 10Oct53; KK92708.

DETROIT STEEL CORPORATION. ©
Do you make or do you buy uncomplicated, plain-finished steel stampings of any kind? Reliance Econ-O-Grade sheets. (In Detroit purchaser, Feb. 1954, p. 27) Appl. author: Simons-Michelson Co. © 10Feb54; KK94735.

Here's how to average-down your steel costs with Reliance Econ-O-Grade sheets. (In Detroit purchaser, v. 35, no. 3, p. 18)

Appl. author: Simons-Michelson Co. © Detroit Steel Corp., d.b.a. Detroit Steel; 10Mar54; KK94471.

Here's where Reliance job-fitting might help you too. (In Detroit purchaser, June 1954, p. 19) Appl. author: Simons-Michelson Co. © Detroit Steel Corp., d.b.a. Detroit Steel; 10Jun54; KK97503.

How to average down your steel costs, the Reliance job-fitting way. (In Detroit purchaser, Dec. 1953, p. 39) Appl. author: Simons-Michelson Co. © 10Dec53; KK92862.

If you buy steel for stampings, here's how value analysis and job-fitting team up to average-down your costs. (In Detroit purchaser, May 1954, p. 18) Appl. author: Simons-Michelson Co. © Detroit Steel Corp., d.b.a. Detroit Steel; 10May54; KK96557.

If you buy steel for stampings, here's how you can help your firm sell them in a buyers' market. (In Detroit purchaser, Apr. 1954, p. 23) Appl. author: Simons-Michelson Co. © Detroit Steel Corp., d.b.a. Detroit Steel; 10Mar54; KK95739.

If you make steel stampings, you're invited to come and see an important Connecticut industry at work, the manufacture of DSC steel strip. (In Connecticut purchaser, June 1954, p. 3) Appl. author: Simons-Michelson Co. © Detroit Steel Corp., d.b.a. Detroit Steel; 1Jun54; KK97504.

Make your stamping costs more competitive by using Reliance Econ-O-Grade sheets. (In Detroit purchaser, Jan. 1954, p. 26) Appl. author: Simons-Michelson Co. © 10Jan54; KK92863.

DEVERY (MIKE) SALES PROMOTION. ©
Anirama. (Animated cartoons & projector) Label. Appl. author: Leo Michael Devery. © 30Oct53; KK93523.

DIAMOL PRODUCTS COMPANY.
Gerber's Diamol household cleanser. Contents 1 quart. Label. © Harry Gerber, d.b.a. Diamol Products Co.; 31Dec53; KK92548.

DIAMOND, PROFESSOR. SEE Professor Diamond.

DIAMOND MATCH COMPANY. ©
Diamond facial quality Soft-Ply pure white 2-ply [facial & toilet] tissue. Label. © 8Feb54 (in notice: 1953); KK94302.

DISNEY (WALT) PRODUCTIONS. ©
Donald Duck picture puzzle. No. 2628:29. Label. © 9Feb54 (in notice: 1953); KK94737.

Pinocchio picture puzzle. No. 2628:29. Label. © 9Feb54 (in notice: 1953); KK94739.

Three nephews picture puzzle. No. 2628:29. Label. © 9Feb54 (in notice: 1953); KK94738.

DITTO, INC. ©
Now duplicate 120 bright copies a minute, five colors in one operation. Ditto D-10 (liquid) duplicator. (In Life, Mar. 2, 1953, p. 55) Appl. author: Ditto, inc., employer of Tim Morrow Advertising. © 2Mar53; KK96736.

DOANE AGRICULTURAL SERVICE, INC. ©
Doane farm buildings. Plan price list ... effective Jan. 1, 1954.

Sheet. Appl. author: Bernon George Perkins. © 1Jan54; KK94208.

New Doane designed farm buildings are ready now with more labor saving efficiency, greater flexibility. Folder. Appl. author: Bernon George Perkins. © 1Jan54; KK94206.

[Promotion sheet on] 12 sow hog house. Plan no. 52. (Pole-frame buildings) Appl. author: Bernon George Perkins. © 25Jan54; KK94204.

See your Doane authorized builder. (Farm buildings) Sheet. Appl. author: Bernon George Perkins. © 1Jan54; KK94205.

What Doane designed means to you. (Farm buildings) Folder. Appl. author: Bernon George Perkins. © 1Jan54; KK94207.

DOCTOR BOILER, INC.
Doctor Boiler, the scientific scale remover protects the heart of your business. (Colloidal treatment for metal, water scale & corrosion remover) Label. © Maurice Jones Proctor, d.b.a. Doctor Boiler, inc.; 25Mar49; KK93333.

DOERING (A. L.) SPARK PLUG CORPORATION. ©
Aldor Therm-O-Disk all automatic, engineered for all motors, worn or new. Label. © 4Jan54; KK92825.

Aldor Therm-O-Disk all automatic, engineered to conform to the needs of the newer cars ... Label. © 4Jan54; KK92824.

DOERR, HAROLD JOHN. ©
The Grand View Gage. (Jointed measuring instrument) Sheet. © 21Jan54; KK93009.

DOLCIN CORPORATION. ©
Dolcin display the leader deals, effective February 8, 1954. (Pharmaceutical) (In Drug topics, Feb. 8, 1954, p. 119) Appl. author: Victor van der Linde Co. © 8Feb54; KK93534.

DOLGORUKOV, GREGORY S., d.b.a. DOLGORUKOV MANUFACTURING COMPANY. SEE Dolgorukov Manufacturing Company.

DOLGORUKOV MANUFACTURING COMPANY.
Universal styling sweep. (Templates for draftsmen) Sheet. © Gregory S. Dolgorukov, d.b.a. Dolgorukov Mfg. Co.; 12Jan54; KK92747.

DONAHUE SALES CORPORATION. ©
The bare facts of summer. Sunbacks keep 12" and 14" Talon neckline zippers sizzling. (In Notion & novelty review, Apr. 1954, p. 15) Appl. author: McCann Erickson, inc. © 1Apr54; KK95789.

I did it, Miss Flynn. Talon, the quality zipper. Appl. author: McCann Erickson, inc. © 15Jan54; KK94034.

More, more, more women are sewing and buying Talon zippers. (In Chain store age, Jan. 1954, p. 126-127) Appl. author: McCann Erickson, inc. © 7Jan54; KK94032.

A woman's first notion every spring, to buy Talon zippers in fresh spring colors. (In Chain store age, Feb. 1954, p. 64-65) Appl. author: McCann Erickson, inc. © 7Feb54; KK94033.

DORMALUX COMPANY. ©
How to plan and order Dormalux

DORMALUX COMPANY. Cont'd.

kitchen nooks. 8 p. Appl. author: Carmelo Gugino, Jr. © 22Jan54; KK93355.

DOUGLAS FIR PLYWOOD ASSOCIATION. ©

Fir plywood invites fresh design, meets changing needs. 1954 catalog. 19 p. © 11Jan54 (in notice: 1953); KK94163.

DOUGLASS, RALPH WADDELL.

U. of N. M. spotter numerals for football jerseys. Sheet. © Ralph Douglass; 6Feb54; KK94403.

DOYLE (J. E.) COMPANY. ©

Self spraying Statikil, just press button and spray, stop static electricity. Label. © 10Jun54; KK97167.

DRAKE, LEE ROY. ©

Penguin root beer. Net measure one gallon. Label. © 1Jul49 (in notice: 1953); KK92413.

DREIER BROTHERS, INC. ©

New, two hack saws in one frame. Double Hac-saw. Label. Appl. author: Raymond C. Dreier. © 15Feb54; KK94668.

DREXEL FURNITURE COMPANY. ©

At home in the midwest, at home in the south ... Circle D. (In Living for young homemakers, May 1954, p. 10-14) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, inc. © 20Apr54; KK96728.

Look what's at home across the land. Circle D. (In Better homes & gardens, Apr. 1954, p. 169) Appl. author: John Falkner Arndt & Co., inc. © 24Mar54; KK94624.

DRITZ (JOHN) AND SONS. ©

Dritz iron-on hem tape. Label. Appl. author: Alfred Bernard Caring. © 1Sep53; KK94903.

Dritz wrist pin cushion, foam rubber. Art no. 725. Label. Appl. author: Alfred Bernard Caring. © 1Aug53; KK94569.

DRUEKE (JOSEPH) COMPANY.

Go 13. (Game) Label. © Joseph Drueke Co., solely owned by Joseph Drueke; 10Jul53; KK92378.

DRUEKE, JOSEPH, sole owner JOSEPH DRUEKE COMPANY. SEE Drueke (Joseph) Company.

DRUGGISTS' SUPPLY CORPORATION. ©

Gifts galore. (General merchandise) 23 p. Appl. title: D.S.C. consumer gift book. © 15Oct53; KK92372.

Your drugstore has gifts galore. [Christmas promotion ad] (General merchandise) © 7Dec53; KK92606.

DUCHESS DOLLS CORPORATION. ©

Famous characters from the enchanting world of opera. Label. Appl. author: Y. Destasio. © 15Feb54; KK93723.

DU MONT (ALLEN B.) LABORATORIES, INC. ©

Du Mont multiscanner, a versatile flying-spot scanner for film, opaques, and slides. (Transmitter equipment) Pamphlet. Appl. author: Jesse H. Haines. © 25May53; KK92358.

Mr. Serviceman: Lead your boss to more sales, and this can lead to your own advancement. (Television receiver) Pamphlet. Appl. author: Albert Lefcourte. © 17Sep52; KK92360.

UHF 1 KW acorn ultra-high frequency transmitter. Bulletin No. TTD-T201. 11 p. Appl. author: Frank Newman. © 28Jul53; KK92359.

DUO THERM DIVISION OF MOTOR WHEEL CORPORATION. SEE Motor Wheel Corporation.

DURO CHROME CORPORATION. ©

Costumer special, good only during January and February. (Floor costumers) Sheet. Appl. author: Charles Poleos. © 10Jan54; KK93278.

3 winners. Any combination of [counter] stools in 100 lots. Folder. Appl. author: Charles Poleos. © 10Feb54; KK93763.

DURO-TEST CORPORATION. ©

A crash that can save your city cash. Duro-Test V-Beam. (Incandescent lamps) (In Municipal signal engineer, Nov.-Dec. 1953, p. 41) Appl. author: Roland W. Tiemann. © 5Dec53; KK95306.

Duro-Test all-weather Sportlites. (Incandescent lamps) Sheet. Appl. author: Roland W. Tiemann. © 2Apr54; KK95308.

Duro-Test [incandescent] lamps set records that are hard to beat. V-Beam. (In Municipal signal engineer, Sept.-Oct. 1953, p. 59) Appl. author: Roland W. Tiemann. © 5Oct53; KK95307.

Duro-Test Super-Delux 45. (Fluorescent lamps) Sheet. Appl. author: Roland W. Tiemann. © 9Apr54; KK95305.

Duro-Test V-Beam, a victory for highway safety. (Incandescent lamps) (In Municipal signal engineer, Jan.-Feb. 1954, p. 65) Appl. author: Roland W. Tiemann. © 5Feb54; KK95309.

DUROC BATTERY COMPANY. ©

The battery with the future. List DP 100, effective Apr. 3, 1954. Sheet. © 3Apr54; KK96600.

DUSHARME PRODUCTS, INC. ©

For those who care enough to look their best. (Hair creme) (In Harper's bazaar, Nov. 1952, p. 66) Appl. author: Bernard T. Maldonado. © 1Nov52; KK92334.

DUTCH OVEN, INC. ©

Dutch Oven candies. One pound. Label. Appl. author: Richard L. Grossman. © 14Dec53; KK92336.

E

E. W. WHOLESALE MEAT COMPANY, INC. ©

Silver Crown veal outlets. 12 oz. net. Label. Appl. author: Milprint, inc. © 2Jun54; KK97441.

E-Z PRODUCTS.

Babeez all rubber teething ring and pacifier. One dozen, no. 50. [Outer display carton] Label. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 1Apr54; KK95105.

Babeez all rubber teething ring-pacifier. [Inner box] Label. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 1Apr54; KK95104.

EAGLE FOOD PROCESSORS, INC.

Eagle brand quick frozen shrimp Roll-etts. Net weight 10 oz. Label. Appl. author: Milprint, inc. © Gulf Stream Quick Freezing & Cold Storage Co., owner of Eagle Food Processors, inc.; 23Nov53; KK92707.

EASTERN CORPORATION. ©

America's favorite freshwater fighters, selected by the fishing editor of Field & stream magazine. Atlantic Bond, fine papers for business. Sheet. Appl. author: Grantland Rice. © 29Mar54; KK90514.

Gun dogs, America's favorites as selected by Joe Stetson. cPainting by H. Hart. Atlantic Bond, fine papers for business. Sheet. Appl. author: Grantland Rice. © 30Nov53; KK92693.

Highlights of boxing, all-time great ring battles as chosen by Grantland Rice. Atlantic Bond, fine papers for business. Sheet. © 28Dec53 (in notice: 1954); KK94705.

EASTERN INDUSTRIES, INC. ©

Eastern fixed mounting mixers. Bulletin no. 610. 14 p. © 15Jun53; KK92725.

EASTMAN MANUFACTURING COMPANY. ©

New Eastman 2-piece reusable couplings ... with exclusive interlock grip. Bulletin no. 105. Folder. Appl. author: The Cramer-Krasselt Co. © 30Apr54; KK96133.

EBERZ, GERALD AND DANIEL SIMKINS, d.b.a. G-D CREATIONS. SEE G-D Creations.

ECONOMICS LABORATORY, INC. ©

Aqua-Soft made by Soilax, softens hardest water with miracle QMC. Net wt. 10 oz. Label. © 6Nov53 (in notice: 1954); KK96313.

ECUSTA PAPER CORPORATION.

A packaging decision can change the course of a business. (Cellophane) Folder. Appl. author: D'Arcy Advertising Co. © Olin Film Division, Ecusta Paper Corp.; 2Apr54; KK95934.

EDERER DIVISION, LINEN THREAD COMPANY, INC. SEE Linen Thread Company, inc.

EDISON, THOMAS ALVA.

He gave us the age of light. SEE General Electric Company.

EDUCATIONAL DANCE RECORDINGS, INC. ©

Social dancing made easy. Fox-Trot. (Jacket for phonograph record) Label. Appl. author: Enric Madriguera and others. © 14Jan54; KK94596.

EFFRON CORPORATION. ©

Government surplus public auction sale, Feb. 2, 10:00 A. M. (Machinery) Folder. Appl. author: Dwight F. McCollister. © 19Jan54; KK94601.

EGIZIO, JOHN AND JOSEPH EGIZIO, t.a.

A-TREAT BOTTLING COMPANY. SEE A-Treat Bottling Company.

EGIZIO, JOSEPH AND JOHN EGIZIO, t.a.

A-TREAT BOTTLING COMPANY. SEE A-Treat Bottling Company.

EICHENBERG, HERMAN R., d.b.a. OAKMONT INDUSTRIES. SEE Oakmont Industries.

EKCO PRODUCTS COMPANY. ©

Ekco presents triple-layer vanadium stainless steel Flint-Ware, with the amazing invisible radiant heat core. (Cookware) Appl. author: Dancer-Fitzgerald-Sample, inc. © 5Apr54; KK95196.

ELCO TOOL AND SCREW CORPORATION. ©

Elco aids for home and office.
(Screws, bolts, nuts, plugs & cold
headed products) Folder. Appl.
author: Walter Gustaf Larson.

[Issue no. 10] © 19Nov53;
KK92339.

[Issue no. 11] © 11Dec53;
KK92338.

[Issue no. 12] © 4Feb54 (in no-
tice: 1953); KK93445.

[Issue no. 1] © 22Feb54;
KK94112.

[Issue no. 2] © 11Mar54;
KK94417.

[Issue no. 3] © 22Apr54;
KK95952.

[Issue no.] 4. © 18May54;
KK96458.

[Issue no. 5] © 23Jun54;
KK97719.

ELECTRIC ARC, INC. ©

For production line high-frequency
heating. Kilotron console models
K400 10C, K400 20C. Folder.
Appl. author: Otto Kreisel.
© 1May54; KK95191.

ELECTRIC REGULATOR CORPORATION. ©

Airpot air damping Dashpot. Bulle-
tin no. 507.00. Sheet.
© 1Apr54; KK95852.

News currents. (In the Norwalk
hour)

Dec. 1953. © 15Dec53; KK92926.

Feb. 1954. © 16Feb54; KK93819.

Mar. 1954. © 16Mar54; KK94876.

Apr. 1954. © 20Apr54; KK95668.

May 1954. © 18May54; KK96900.

June 1954. © 15Jun54; KK97380.

ELECTROLUX CORPORATION. ©

Don't buy any [vacuum] cleaner until
you see it. New automatic Elec-
trolux. (In Portland express,
Portland, Me.) Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 27Jul53; KK92451.

Don't buy any [vacuum] cleaner until
you see the new automatic Electro-
lux, the only cleaner you never
have to empty. (In Good house-
keeping, Dec. 1953, p. 154-155)
Appl. author: Batten, Barton, Dur-
stine & Osborn, inc. © 20Nov53;
KK92482.

Don't buy any [vacuum] cleaner until
you see the new automatic Electro-
lux, the only cleaner you never
have to empty. (In McCall's, Mar.
1954) Appl. author: Batten, Bar-
ton, Durstine & Osborn, inc.
© 19Feb54; KK95690.

Electrolux products give your home
that polished look. (Cleaning
devices) Sheet. © 14May54;
KK97214.

ELGIN AMERICAN.

Four ways to please a woman. Elgin
American carry-ettes. (Jewelry
accessory) (In Collier's, May
14, 1954, p. 81) Appl. author:
Russel M. Seeds Co. © Illinois
Watch Case Co., d.b.a. Elgin Amer-
ican; 28Apr54; KK96426.

Mr. Executive: Solve your Christmas
business gift problem with Elgin
American. (Cigarette cases, com-
pacts, table & pocket lighters)
(In Fortune, Nov. 1951, p. 233)

Appl. author: Russel M. Seeds Co.
© Illinois Watch Case Co., d.b.a.
Elgin American; 2Nov51; KK94594.

A new gift idea. Elgin American
carryalls. Signet carryall shown.
(In Look, Dec. 15, 1953, p. 52)
Appl. author: Russel M. Seeds Co.
© Illinois Watch Case Co., d.b.a.
Elgin American; 1Dec53; KK95126.

A new gift idea. Elgin American
fashionable foursome. (Cigarette
case & lighter, mirror-lipstick,
compact) (In This week, Dec. 6,
1953, p. 28) Appl. author:
Russel M. Seeds Co. © Illinois
Watch Case Co., d.b.a. Elgin Amer-
ican; 6Dec53; KK94671.

A new gift idea. Elgin American
musical compacts and carryalls.
(In the American weekly, Dec. 6,
1953, p. 6) Appl. author: Russel
M. Seeds Co. © Illinois Watch
Case Co., d.b.a. Elgin American;
6Dec53; KK94673.

A new gift idea. Elgin American
sea-spun magic. (Simulated
pearls) (In Collier's, Nov. 27,
1953, p. 78) Appl. author:
Russel M. Seeds Co. © Illinois
Watch Case Co., d.b.a. Elgin Amer-
ican; 20Nov53; KK94376.

A new gift idea. Elgin American
Signet compacts. (In Metro Sun-
day, Nov. 29, 1953, p. 14) Appl.
author: Russel M. Seeds Co.
© Illinois Watch Case Co., d.b.a.
Elgin American; 29Nov53; KK94674.

A new gift idea. The new Elgin
American [cigarette] lighter. (In
the American weekly, Dec. 13,
1953, p. 8) Appl. author: Russel
M. Seeds Co. © Illinois Watch
Case Co., d.b.a. Elgin American;
13Dec53; KK94672.

The right note for romance. Elgin
American musical compacts. (In
Collier's, Feb. 19, 1954, p. 79)
Appl. author: Russel M. Seeds Co.
© Illinois Watch Case Co., d.b.a.
Elgin American; 5Feb54; KK94375.

So proudly owned, Elgin American
Signet fashion accessories. (In
Ebony, May 1954, p. 11) Appl.
author: Russel M. Seeds Co.
© Illinois Watch Case Co., d.b.a.
Elgin American; 10Apr54; KK96427.

So smart, so desirable, Elgin Amer-
ican carryalls. (Fashion accesso-
ries) (In Vogue, Mar. 15, 1954,
p. 148) Appl. author: Russel M.
Seeds Co. © Illinois Watch Case
Co., d.b.a. Elgin American;
15Mar54; KK94670.

You'll feel so well dressed. Elgin
American sea-spun magic. (Simu-
lated pearl necklace, bracelet &
earrings) (In Ebony, Apr. 1954,
p. 5) Appl. author: Russel M.
Seeds Co. © Illinois Watch Case
Co., d.b.a. Elgin American;
10Mar54; KK94389.

EL RANCHO, INC. ©

Pepper, steaks, grinders. El Rancho.
(Packages of food) Label. Appl.
author: John Maloni. © 2Jan54;
KK92697.

EMERY FOOD COMPANY. ©

Silver-Dale frozen fresh green and
white butter beans. Net weight 10
oz. Label. © 25Sep53; KK92787.

EMMENTAL COMPANY, LTD. ©

Swiss Watch brand pasteurized Swiss
gruyere process cheese. 'Round
the clock. 6 oz. net. Label.
Appl. author: Frederic Rohner.
© 29May53; KK96682.

ENDURANCE PRODUCTS COMPANY. ©

Shining Armor auto wax cleaner and
polish. 16 fl. ozs. Label.
© 10Oct53; KK94114.

ENGLANDER COMPANY, INC. ©

No matter how you sleep, you'll
sleep better on an Airfoam mat-
tress by Englander. Now see what's
inside the ensemble that gives you
deep sleep ... (In Life, Nov. 9,
1953, p. 95) Appl. author: Leo
Burnett. © 9Nov53; KK92655.

No matter how you sleep, you'll
sleep better on an Airfoam mat-
tress by Englander. Three-layer
sleep is better sleep ... (In
Life, Oct. 12, 1953, p. 76)
Appl. author: Leo Burnett.
© 12Oct53; KK92656.

ERICSON, DICK. ©

It takes know-how to get attention
... (Mats) Pamphlet. © 9Apr54;
KK97054.

It's for your own good. (Mats)
Pamphlet. © 9Apr54; KK96951.

ESCALANTE (JOSE) AND COMPANY. ©

Cigars for babies. Corina Larks for
the blessed event. Sheet. Appl.
author: Walter E. Lilienfield.
© 21May54; KK97254.

ESKIMO PIE CORPORATION. ©

New, sensational, Eskimo pie ani-
mals. (Frozen confections) Fold-
er. Appl. author: Parker Merrill.
© 22Mar54; KK94812.

ESKIMO PRODUCTS DISTRIBUTORS.

Make your beauty bloom with the
Zero-Ice facial roller. (Cos-
metic) Folder. © Lloyd L.
McDonald, d.b.a. Eskimo Products
Distributors; 17Feb54; KK96158.

ESTERBROOK PEN COMPANY. ©

Choose the right point for the way
you write, by number. Add it to
the barrel of an Esterbrook foun-
tain pen. (In Time, Feb. 15,
1954, p. 92) Appl. author: John
D. Wooster © 11Feb54; KK97721.

Choose the right point for the way
you write, by number. For busy
desks. (Fountain pens) (In Busi-
ness week, Mar. 13, 1954, p. 12)
Appl. author: John D. Wooster.
© 12Mar54; KK97725.

Choose the right point for the way
you write, by number. Get new
writing ease and comfort. (Foun-
tain pens) (In the Saturday eve-
ning post, May 15, 1954, p. 54)
Appl. author: John D. Wooster.
© 12May54; KK97269.

Esterbrook [fountain] pens, with a
choice of points for every writer.
[4 different styles] (In the Sat-
urday evening post, Nov. 21, 1953,
p. 85) Appl. author: John D.
Wooster. © 18Nov53; KK94215.

Esterbrook [fountain] pens, with a
choice of points for every writer.
[5 different styles] (In Col-
lier's, Dec. 25, 1953, p. 92)
Appl. author: John D. Wooster.
© 11Dec53; KK94217.

Esterbrook [fountain] pens, with a
choice of points for every writer.
[8 different styles] (In Life,
Dec. 14, 1953, p. 162-163) Appl.
author: John D. Wooster.
© 11Dec53; KK94216.

For easier more comfortable writing,
choose the right point for the way
you write, by number. (Fountain
pens) (In the Saturday evening
post, Mar. 13, 1954, p. 124)
Appl. author: John D. Wooster.
© 10Mar54; KK97270.

ESTERBROOK PEN COMPANY. Cont'd.

The [fountain] pen that fills itself. For busy desks everywhere. (In Time, Feb. 15, 1954, p. 92) Appl. author: John D. Wooster. © 11Feb54; KK97722.

The [fountain] pen that fills itself. The perfect desk set for busy desks. (In Business week, Apr. 10, 1954, p. 81) Appl. author: John D. Wooster. © 9Apr54; KK97724.

The [fountain] pen that fills itself. Writes a full page or more at each filling. (In Business week, June 5, 1954, p. 70) Appl. author: John D. Wooster. © 4Jun54; KK97723.

ESTES, JACK RUSSELL, AND MERLE CLARA ESTES, d.b.a. BUFFALO WALLOW. SEE Buffalo Wallow.

ESTES, MERLE CLARA, AND JACK RUSSELL ESTES, d.b.a. BUFFALO WALLOW. SEE Buffalo Wallow.

EULER, DON. ©

A quality product of the Frandix Textile Co., designed for lasting beauty. (Rugs) Label. Appl. author: Eldredge K. Allston. © 7May54; KK96982.

EUTECTIC WELDING ALLOYS CORPORATION. © The inquiring welder, by John Wilson. (Welding supplies) (In the Welding engineer, Mar. 1, 1954) © 1Mar54; KK94262.

EVANS, WINSTON G. ©

Priceless protection at no cost to you. The famous Sealright hood [milk cap] Sheet. © 19Feb54; KK95129.

EVANS AND BRISEBOIS. ©

Ad-maker furniture advertising and promotion service. Appl. author: Leslie A. Brisebois. Dec. 1953. © 1Dec53; KK93572.

Jan. 1954. © 1Jan54; KK94783.

Feb. 1954. © 1Feb54; KK96046.

Mar. 1954. © 1Mar54; KK96756.

Apr. 1954. © 1Apr54; KK97475.

Continental furniture advertising service. Appl. author: Leslie A. Brisebois.

Nov. 1953. © 1Nov53; KK93030.

Dec. 1953. © 1Dec53; KK93569.

Jan. 1954. © 1Jan54; KK94782.

Feb. 1954. © 1Feb54; KK96049.

Mar. 1954. © 1Mar54; KK96754.

Apr. 1954. © 1Apr54; KK97477.

Dollar days. Ad prom. no. 70 [and] 70A. (Home furnishings) Sheets. Appl. author: Leslie A. Brisebois. © 15Feb54; KK94784.

E and B furniture service. (Advertising mats) Appl. author: Leslie A. Brisebois.

Nov. 1953. © 1Nov53; KK93029.

Dec. 1953. © 1Dec53; KK93570.

Jan. 1954. © 1Jan54; KK94785.

Feb. 1954. © 1Feb54; KK96047.

Mar. 1954. © 1Mar54; KK96755.

Apr. 1954. © 1Apr54; KK97474.

Lucky 4 day and night sale. (Home furnishings) Sheet. Appl. author: Leslie A. Brisebois. © 1Mar54; KK94781.

The new Chainway advertising mat service for furniture stores. Appl. author: Leslie A. Brisebois. Nov. 1953. © 1Nov53; KK93028. Dec. 1953. © 1Dec53; KK93571.

Jan. 1954. © 1Jan54 (in notice: 1953); KK94779.

Feb. 1954. © 1Feb54; KK96048.

Mar. 1954. © 1Mar54; KK96757.

Apr. 1954. © 1Apr54; KK97476.

Unscramble the brands contest. (Furniture) Sheet. Appl. author: Leslie A. Brisebois. © 1Feb54; KK94780.

EVANS' (L. B.) SON COMPANY. ©

Comfort unlimited Evans casuals. (Men's shoes) (In Esquire, May 1954, p. 99) Appl. author: R. D. Northrop Co. © 5Apr54; KK95141.

His first choice, your best gift choice. Evans hand turned slippers. (In Collier's, June 11, 1954, p. 91) Appl. author: R. D. Northrop Co. © 1Jun54; KK96904.

Men like familiar things, so give Evans hand turned slippers. (In the Saturday evening post, June 5, 1954, p. 115) Appl. author: R. D. Northrop Co. © 1Jun54; KK96905.

A wonderful present for your wonderful dad. Evans hand turned slippers. (In Life, June 7, 1954, p. 190) Appl. author: R. D. Northrop Co. © 2Jun54; KK96968.

EVERHOT PRODUCTS COMPANY. ©

How to plan the location of your Eversprays. (Underground lawn sprinkler system) Folder. Appl. author: Robert Z. Friedman. © 4Jan54; KK93127.

EVERLASTING VALVE COMPANY. ©

Viscous materials flow freely through Everlasting steam-jacketed valves. Bulletin E-200. Folder. Appl. author: Edgar Fabian Cohen. © 28Dec53; KK92518.

EVERSHARP, INC. ©

All new, all automatic. Eversharp Hydro-magic Schick injector razor. (In Life, May 24, 1954, p. 78) Appl. author: The Blow Co., inc. © 24May54; KK96605.

EVIS MANUFACTURING COMPANY. ©

An introduction to Evis conditioned water in irrigation, for correction of many soil colloid problems. 13 p. Appl. author: Eugene W. Shafer. © 8Jan54; KK92994.

EVON, HENRY J., JR. ©

This product has been approved ... Mister Do It Yourself. (Building materials & home craft power tools) Label. © 13Feb54; KK93681.

EXCHANGE SECRET SERVICE SYSTEM. ©

Train the easy way to opportunity. The latest system of detective training service tests ... Folder. Appl. author: Ralph M. Blair. © 10Mar54; KK94765.

EX-LAX, INC. ©

For you and every member of the family. (Laxative) Folder. © 22Mar54; KK94877.

EXPORT-IMPORT WOOLENS CORPORATION. ©

For cruise and summer '55, don't miss the boat, make sure you have an Italian line. Magnoni Mohair. (In Daily news record, June 8, 1954, p. 8-9) © 8Jun54; KK97082.

EZEE FLOW CORPORATION. ©

Save up to 50 o/o on fertilizing & seeding with Ezee Flow. (In the Progressive farmer, Aug. 1952, p. 90) © 1Aug52; KK92839.

F

F. C. A. SERVICE, INC. ©

Notice, amount of cash you can get here is shown below. (Loan service) Card. Appl. author: Robert M. Hodes. © 28Dec53; KK93387.

FABER (EBERHARD) PENCIL COMPANY. ©

Colorama colored pencils. No. 8136-36 colors. Label. Appl. author: Frederick William Strickler. © 12May54; KK96244.

Trace-A-Face with pencils and stencils. (Coloring set) Label. Appl. author: Fred W. Strickler. © 15Feb54; KK94870.

Trace-a-face with pencils and stencils. Direction card. Appl. author: Fred W. Strickler. © 15Feb54; KK95623.

PAGEOL (R. D.) COMPANY. ©

Trader Vic's old South Sea Island grill and barbecue oven. Assembly instructions and operating suggestions. Folder. Appl. author: Robert Sterling Lee. © 8Apr54; KK96543.

Trader Vic's old South Sea Island grill and barbecue oven, combination model. Sheet. Appl. author: Arthur Cleland Palm. © 16Apr54; KK95780.

FAIRBANKS WARD INDUSTRIES, INC. ©

Lowest price ever offered for such deluxe quality. 6 pastel color Fairbanks Ward magicolor sheets and cases. (In the Indianapolis star magazine, Dec. 27, 1953, p. 12) Appl. author: Alfred H. Howard. © 27Dec53; KK96329.

1/4 horsepower AC DC motor. 45-pc. Fairbanks Ward complete home workshop. (Power driven tools & accessories) (In Cleveland plain dealer pictorial magazine, Aug. 30, 1953, p. 28) Appl. author: Alfred H. Howard. © 30Aug53; KK94409.

FAIRBRANCH, INC. ©

Familiar scenes in historic old New England, from original paintings by Gillette French. A new idea in Paint-It-Yourself kits. Sheet. © 15Feb54; KK93750.

FALK CORPORATION. ©

Any size, any type, any output speed ... There's a Falk all-steel Motoreducer to fit every job. Bulletin 3101. (Gear sets) Folder. © 15May54; KK97145.

FALSTAFF BREWING CORPORATION. ©

Premium quality beer. 54-2. Poster. Appl. author: Paul Gioni. © 15Jan54; KK93001.

FARBER (S. W.) INC. ©

Announcing a sensational super-speed [Farberware] coffeemaker that brews true coffee faster than you can boil water. (In Retailing daily, Jan. 14, 1954, p. 25) Appl. author: Norman D. Waters & Associates, inc. © 14Jan54; KK93079.

International favorites. 25 recipes to make in a frying pan, by Farberware. Pamphlet. Appl. author: Norman D. Waters & Associates. © 1May54; KK96575.

New Super Speed Farberware brews delicious coffee faster than you can boil water. (In Woman's home companion, Mar. 1954, p. 69) Appl. author: Norman D. Waters. © 1Mar54; KK93999.

FARM ON THE HILL. ©

Town and Country Honeymoon. (Resort accommodations) (In Modern bride, summer 1954, p. 148) Appl. author: Rudolf Van Hoevenberg. © 1Apr54; KK97026.

FAULTLESS STARCH COMPANY. ©

How to starch your wash. Starch hints. Many people use Faultless starch for wallpaper paste. Folder. Appl. author: Bruce B. Brewer & Co. © 1Mar54; KK94590.

How to starch your wash. Starch hints. A quick way to get a perfect mix ... Folder. Appl. author: Bruce B. Brewer & Co. © 1Dec52; KK94591.

FEDERAL CARTRIDGE CORPORATION. ©

The choice of champions. Federal sporting ammunition. [Man in hunting clothes holding gun shells] Poster. Appl. author: Brown & Bigelow. © 18Nov53; KK96348.

FERGUSON, CHARLES M. ©

Seelskin, under the water and in the sun ... One U. S. standard gallon. (Paint) Label. Appl. author: Charles M. Ferguson. © 18Nov53; KK92374.

FERGUSON (HARRY) INC. ©

Leader in its power class, the improved Pony [farm tractor. Form no.] 3-70. Folder. Appl. author: Reed Andrew Wible. © 29Jan54; KK93530.

The new Ferguson Subsoiler. [Form] no. 3-16. (Farm implement) Folder. Appl. author: Arthur George Broughton. © 2Jun54; KK96983.

FIBREBOARD PRODUCTS, INC. ©

Amazing Sun-C brand Coachella. [Engineered container] (Paperboard shipping containers) Label. Appl. author: John Flack. © 21Apr54; KK96975.

Ice cream. One pint liquid. Design no. 4-1. (Paperboard ice cream containers) Appl. author: Harold Hansen. © 19Feb54; KK95128.

FIDLER (M.) AND SON. ©

Exclusive Italian import, created by Fidler Fabric. Label. Appl. author: Peter Z. Fidler. © 5Feb54; KK93446.

FIELD (MARSHALL) AND COMPANY. SEE Marshall Field and Company.

FIELD, MARY ELLEN. ©

Ozark apple butter. Net wt. 15 oz. Label. © 20Dec53; KK93160.

FIELD, ROBERT C. ©

So Easy. (Papers to help develop moderation in smoking) Label. © 1Mar54; KK94378.

FIELD CONTROL DIVISION. ©

Field R-C calibrated draft control. [Envelope stuffer] Sheet. © 24May54; KK97279.

Now, real fire-safety improved combustion ... with the Field draft control for gas-fired and fuel-less incinerators. [Envelope stuffer] Sheet. © 21Jun54; KK97576.

FILICE AND PERRELLI CANNING COMPANY, INC. ©

F and P brand yellow cling peaches. New filper pitted for better flavor. Contents 1 lb. 13 oz. Label. Appl. author: Peter M. Filice. © 26Oct53; KK93989.

FIN-N-HANDI COMPANY. ©

Fin-N-Handi set, lively fun for all ages. (Rubber glove paddles) Sheet. © 29Dec53; KK92551.

FIRESTONE INDUSTRIAL PRODUCTS COMPANY. ©

Discover the secret of sleep that relaxes you completely from head to foot. Firestone Foamex [mattress] (In the Saturday evening post, Sept. 13, 1952, p. 88) © 13Sep52; KK92425.

The proof is in waking up rested. Firestone Foamex supreme mattress. (In the Saturday evening post, Feb. 6, 1954, p. 11) © 6Feb54; KK95042.

The rest comes naturally, because only Foamex form-fitted mattress supports your natural shape in balanced comfort. (In Life, Mar. 23, 1953, p. 68) © 23Mar53; KK96629.

FIRESTONE PLASTICS COMPANY. ©

Gifts beyond price, because you made them with yard goods of Firestone Velon. (In McCall's, Oct. 1952, p. 161) © 10Oct52; KK94390.

Live in a wonderland of beauty where everything stays fresh for life. Firestone Velon. Lucky boys ... (Upholstery, draperies & clothing) (In the Saturday evening post, Feb. 20, 1954, p. 60) © 20Feb54; KK95040.

Live in a wonderland of beauty where everything stays fresh for life. Firestone Velon. Never again ... (Clothing, tile, curtains & upholstery) (In the Saturday evening post, Mar. 20, 1954, p. 76) © 20Mar54; KK95041.

Live in a wonderland of beauty where everything stays fresh for life. Live with Firestone Velon and love it. (Screening, upholstery, furniture covers & clothing) (In Saturday evening post, Apr. 17, 1954, p. 73) © 17Apr54; KK95921.

No pampering ever. Firestone Velon loves its beauty bath. (Lamp shades, webbed chairs, golf bags & other merchandise) (In the Saturday evening post, June 5, 1954, p. 42) © 5Jun54; KK97061.

Now, an amazing new fabric keeps furniture young through the years. Upholstery woven of Firestone Velon. (In Saturday Evening post, Oct. 11, 1952, p. 79) © 11Oct52; KK95956.

So new, so exciting, because Firestone Velon makes them lovelier than you ever dreamed practical plastics could be. Do you pass beauty by because it just isn't practical? (Upholstery, clothing, luggage & other merchandise) (In Life, Apr. 13, 1953, p. 83) © 13Apr53; KK96836.

So new, so exciting, because Firestone Velon makes them lovelier than you ever dreamed practical plastics could be. Sure you know plastics are practical. (Upholstery, clothing, luggage & other merchandise) (In Life, Feb. 16, 1953, p. 44) © 16Feb53; KK96937.

FIRESTONE TIRE AND RUBBER COMPANY. ©

Choose the tire of champions. Every AAA National championship race in 1952 was won on Firestone tires. (In Look, Feb. 24, 1953, p. 54-55) © 24Feb53; KK96476.

Christmas gifts for all the family now on sale at Firestone. (General merchandise) (In the Satur-

day evening post, Nov. 22, 1952, p. 14-15) © 22Nov52; KK96475.

Famous-name Christmas gifts now on sale at Firestone. (General merchandise) (In the Saturday evening post, Nov. 29, 1952, p. 44-45) © 29Nov52; KK96477.

Firestone Champions pull better, clean better, do more work. (In Farm and ranch, Apr. 1953, p. 7) © 1Apr53; KK96058.

Fit and freedom plus. Firestone Contro, the quality elastic yarn. (In Charm, Aug. 1952, p. 24) © 1Aug52; KK92721.

Get new-tire safety for as little as 1/2 new-tire cost with guaranteed Firestone factory-method new-treads. (In Life, Mar. 30, 1953, p. 57) © 30Mar53; KK96631.

Get your tire facts from the driver's seat. Firestone Champion open center tractor tires, pull better, clean better, do more work. (In Better farming methods, Oct. 1952, p. 35) © 10Oct52; KK97192.

Here's why farmers prefer Firestone tractor tires. (In Country gentleman, July 1952, p. 29) © 1Jul52; KK92426.

It's new and it's news. Announcing the all-season Firestone Town & Country for super traction ... (In Newsweek, Nov. 3, 1952, p. 32-33) © 3Nov52; KK92679.

Now you can be safe from all dangers of tire failure. Firestone Supreme. (In Life, Sept. 22, 1952, p. 60-61) © 22Sep52; KK92650.

Save money on these timely spring values now on sale at Firestone. (Home, garden & auto supplies) (In Life, Apr. 20, 1953, p. 44-45) © 20Apr53; KK96630.

Save time, save work, save money with home appliances from Firestone. (In the Saturday evening post, Oct. 25, 1952, p. 8-9) © 25Oct52; KK93405.

You get more for your money with Firestone [Champion] tractor tires because there is more built into them. (In Country gentleman, Oct. 1952, p. 41) © 10Oct52; KK92723.

FISCHER, HENRY A. ©

White-Spud Flavor-Seal. Contents one pound. (Flavoring composition for fresh vegetables) Label. © 26Jan54; KK93401.

FISH, CHARLES, sole owner TELATOTAL COMPANY. SEE Telatotal Company.

FISHBACK, DAVID D., t.a. CHARLES CHIPS SERVICE. SEE Charlie Chips Service.

FISHER FLOURING MILLS COMPANY. ©

I see a number in your life, number 27. Pancake mix. (In the San Francisco news, v. 51, no. 231, p. 13) Appl. author: Trevor H. Evans. © 27Nov53; KK92645.

Look for this package. Fisher's all-purpose Biskit mix. (In Los Angeles times, v. 73, no. 3, p. 6) Appl. author: Trevor H. Evans. © 21Jan54; KK94169.

We all had fun at Fisher's cookie exchange. (In the Oregon journal, Portland, Or., May 6, 1954, p. 15) Appl. author: Trevor H. Evans. © 6May54; KK96854.

FISHER (JOE)-SEARCY CORPORATION. ©

In my 27 years as a Dodge-Plymouth dealer, I have never had a used car selling problem. Broadside. Appl. author: Morris Lee Searcy. © 28Jul53; KK95624.

FISHER (JOE)-SEARCY CORPORATION. Cont'd.

2 days free driving trial. Sheet.
Appl. author: Morris Lee Searcy.
© 12Aug53; KK95625.

FISHER SCIENTIFIC COMPANY. ©

Fisher Isotemp ovens. Bulletin FS-230. 8 p. © 30Nov53; KK92879.

FISHLOVE (H.) AND COMPANY. ©

Early Bird gets the worm, or does he? (Novelty magic toy) Label.
Appl. author: I. Fishlove.
© 7Apr54; KK96624.

Fake cigarette Burn. (Novelty trick) Label. Appl. author: I. Fishlove. © 7Apr54; KK96627.

A laugh for every passenger. Back Seat Driver. (Novelty trick toy) Label. Appl. author: I. Fishlove. © 7Apr54; KK96626.

A Lucky Strike, mystifying, puzzling, amusing. (Novelty fisherman toy) Label. Appl. author: I. Fishlove. © 7Apr54; KK96625.

Yippee, wear Scampy's nose. (Novelty) Label. Appl. author: I. Fishlove. © 7Apr54; KK96628.

FITZGIBBONS BOILER COMPANY, INC. ©

The Fitzgibbons boiler; 80 series. Catalog no. 80-10-1. Folder.
© 12Jan54 (in notice: 1953); KK92727.

The Fitzgibbons boiler. 400 series. Catalog [no.] 400-10-1. Folder.
© 1Nov53; KK93524.

The Fitzgibbons boiler. 400 series. Catalog [no.] 400-10-1. Folder.
© 21Jan54; KK93020.

The Fitzgibbons boiler; R-Z-U Junior. Catalog no. JR-10-2. Folder.
© 8Jun54; KK97062.

Fitzgibbons, symbol of the versatility that keeps America safe. (Tank hulls) 12 p. © 21Jan54 (in notice: 1953); KK93021.

FLETCHER, H. MONK.

Middleton Cardinals. Craf T. Chipmunk. (Banking service) Label.
© H. Fletcher Monk, d.b.a. Chip Monk Co., Chip Monk Craft, Craf T. Chipmunk; 2Sep53; KK92383.

FLEX-O-GLASS, INC., d.b.a. WARP BROTHERS. SEE Warp Brothers.

FLINT CATHOLIC SUPPLY. ©

Wear the Marian Year emblem. Marian Year, 1854-1954. Label. Appl. author: Robert C. Ross. © 9Apr54; KK96820.

FLOOD COMPANY. ©

Self-spraying Penetrol reduces paint peeling. Contents 12 avd. oz. Label. Appl. author: Earl Freeman Flood. © 15May54; KK96938.

FLORIDA FASHIONS, INC. ©

New hit styles for '54, for now and right through spring. cJan. catalog (Dresses) 39 p. Appl. author: Jack Danowitz. © 4Jan54; KK92557.

New Paris-line cottons with 200-inch extra-full skirts. (In Our world) Appl. author: Jack Danowitz. © 4Jan54; KK92558.

FLYNN, WILLIAM FRANCIS. ©

Rules and method of play for Golf-Kay. (Lawn game) Sheet.
© 15Jun54; KK97227.

FOLLIS, MARY LOU. ©

For someone who's 5. (Bubble gum birthday greeting card) Label.
© 28Jan54; KK95345.

FOLSE, RAPHAEL, sole owner, FOLSE ENTERPRISES. SEE Folse Enterprises.

FOLSE ENTERPRISES.

Look under your door right now. Folse Door Seal. Folder.
© Folse Enterprises, solely owned by Raphael Folse; 10Apr54; KK97527.

FOLTZ-WESSINGER, INC. ©

Modern electric power on your farm. Pamphlet. © 7Jan54; KK92682.

FOOTE (BRAD) GEAR WORKS, INC. ©

Certified Brad Foote gears, copper plated. (In American machinist, Feb. 1, 1954, p. 181) Appl. author: Reincke, Meyer & Finn, inc. © 1Feb54; KK93772.

Copper plated Certified Brad Foote gears. Envelope stuffer. Appl. author: Reincke, Meyer & Finn, inc. © 15Jan54; KK93141.

Now, and no increase in price. Copper plated Certified Brad Foote gears. (In American machinist, Jan. 4, 1954, p. 168-169) Appl. author: Reincke, Meyer & Finn, inc. © 4Jan54; KK93133.

FORD MOTOR COMPANY. ©

1954 lubrication guide. Lincoln. Poster. © 27Jan54; KK95775.

1954 lubrication guide. Mercury. Poster. © 27Jan54; KK95774.

FOREST LAWN MEMORIAL-PARK ASSOCIATION, INC. ©

All you pay for is flowers. (In the Los Angeles times, Apr. 11, 1954, p. 13) © 11Apr54; KK96945.

The cost of the funeral is determined by the casket selected. (Mortuary services) Folder.
© 12Mar54; KK94486.

Flowers for Easter. Folder.
© 29Mar54; KK95332.

FORSTER, CHARLES. ©

Diamond dream formula. Price \$1.00. (Horoscopes) Sheet. © 4Jun54; KK97194.

FORSTER, CHARLES, d.b.a. PROFESSOR DIAMOND. SEE Professor Diamond.

FORSTMANN WOOLEN COMPANY. ©

Look for this label, it identifies the finest woollens in the world. cWoman in blue coat with leopard belts (In Life, Nov. 2, 1953, p. 2 of cover) Appl. author: Monroe F. Dreher, inc. © 30Oct53; KK94844.

Look for this label, it identifies the finest woollens in the world. cWoman in blue suit (In Harper's bazaar, Feb. 1954, p. 23) Appl. author: Monroe F. Dreher, inc. © 25Jan54; KK94840.

Look for this label, it identifies the finest woollens in the world. cWoman in melon colored suit & toppers (In Life, Dec. 28, 1953, p. 2 of cover) Appl. author: Monroe F. Dreher, inc. © 24Dec54; KK94843.

Look for this label, it identifies the finest woollens in the world. cWoman in red & black suit (In Life, Nov. 23, 1953, p. 2 of cover) Appl. author: Monroe F. Dreher, inc. © 19Nov53; KK94842.

Look for this label, it identifies the finest woollens in the world. cWoman in yellow coat & grey dress (In Life, Mar. 1, 1954, p. 2 of cover) Appl. author: Monroe F. Dreher, inc. © 26Feb54; KK94841.

FORT HOWARD PAPER COMPANY. ©

Colornap, 60 colorful embossed paper napkins. Label. © 20Apr54; KK95802.

Drize; an improved paper toweling that makes housework easier. 300 single sheets, 150 double sheets. Label. © 13Apr54; KK95800.

Fort Howard pure white paper towels. 150 towels. Label. © 13Apr54; KK95312.

Fort Howard [toilet] tissue. 4 rolls, 2600 sheets. Label.
© 13Apr54; KK95528.

Fort Howard [toilet] tissue. 650 sheets. Label. © 13Apr54; KK95527.

Havanap napkins. Full size 100 13" x 13 1/2". Label. © 6Apr54; KK95277.

Partynaps embossed napkins. 60 paper napkins, full size 13" x 13 1/2". Label. © 7Jun54; KK97186.

Pom 2-ply [toilet] tissue. 1000 single sheets, 500 double sheets. Label. © 13Apr54; KK95529.

Prim [toilet] tissue. Natural-white. 4 rolls, 2600 sheets. Label.
© 13Apr54; KK95801.

Teanaps, richly embossed paper napkins. 80 13" x 13 1/2". Label.
© 13Apr54; KK95530.

FOUGERA (E.) AND COMPANY, INC.

Clinical and pharmacologic aids to good digitalis therapy. Digitaline Nativelle. Folder. © Varick Pharmacal Co., inc., div. of E. Fougere & Co., inc.; 8Feb54; KK93612.

Here is your cardiology desk-aid. Digitaline Nativelle. (Pharmaceutical) Folder. © Varick Pharmacal Co., inc., div. of E. Fougere & Co., inc.; 25Jan54; KK93613.

Here is your fourth cardiology desk-aid. Digitaline Nativelle. (Pharmaceutical) Folder. © Varick Pharmacal Co., inc., division of E. Fougere & Co.; 7Jun54; KK96883.

Here is your second cardiology desk-aid. Digitaline Nativelle. (Pharmaceutical) Folder. © Varick Pharmacal Co., inc., division of E. Fougere & Co.; 8Mar54; KK96083.

Here is your third cardiology desk-aid. Digitaline Nativelle. (Pharmaceutical) Folder. © Varick Pharmacal Co., inc., division of E. Fougere & Co.; 3May54; KK96082.

FOX HEAD BREWING COMPANY. ©

Good hunting, good tasting. Fox Head 400 beer. (In True, Mar. 1954, p. 14) Appl. author: William Juhre. © 20Feb54; KK94892.

Sip a Nip. Fox Head 400 beer. Poster. Appl. author: A. R. Schulz. © 15Jan54; KK95399.

When it's a matter of good taste. Fox Head 400 beer. (In the New Yorker, Feb. 13, 1954, p. 72) Appl. author: John Luick. © 11Feb54; KK94886.

FRECH (C. H.) AND ASSOCIATES. ©

Air-cost-estimator, for figuring approximate costs for air conditioning. Card. Appl. author: Charles H. Frech. © 8Mar54; KK95246.

FREDWIN CASUALS, INC. ©

Amazing collar style development. The shirt with the collar you shape. Label. Appl. author: Fred Freund. © 13Jan54; KK93356.

FREEDMAN-MATHEWS CORPORATION. ©
Modern wall decorations. Y-Rettes.
Sheet. Appl. author: Eugene
Freedman. © 13Jan54; KK93683.

FREESE, C. V. ©
Proof of economy contest. (Refrigerators)
(In the Holton recorder, Holton, Kan., Apr. 1, 1954)
© 1Apr54; KK95088.

FREEZIT CORPORATION OF AMERICA. ©
Mister Ice. (Non-melting & reusable artificial ice) Label.
Appl. author: Cleo V. Veazey.
© 15Sep53; KK95202.

FREIBERGER, CURT. ©
Western trading post wampum. (Circulars & labels) Sticker.
© 25Mar54; KK95024.

FREMONT RUBBER COMPANY. ©
Foam-Tuft acclaimed by major buyers at Chicago market. (Cotton carpeting) (In Retailing daily, Jan. 18, 1954, p. 96) Appl. author: Beeson-Reichert, inc. © 18Jan54; KK92913.

FRENCH, GILLETTE.
Familiar scenes in historic old New England, from original paintings.
SEE Fairbranch, inc.

FRIDEN CALCULATING MACHINE COMPANY, INC. ©
Across the street from you, Friden figure-thinking is helping a business save. (In Time, June 7, 1954, p. 105) Appl. author: J. Walter Thompson Co. © 3Jun54; KK97009.

Look to Friden figure-thinking to save as others do. (In Time, May 10, 1954, p. 109) Appl. author: J. Walter Thompson Co. © 7May54; KK96342.

Many firms like yours cut costs with Friden figure-thinking. (In Time, Mar. 8, 1954, p. 97) Appl. author: J. Walter Thompson Co. © 5Mar54; KK94335.

See how others save with Friden figure-thinking. (In Time, Feb. 8, 1954, p. 85) Appl. author: J. Walter Thompson Co. © 5Feb54; KK93643.

Who's cutting costs with Friden figure-thinking? (In Time, Apr. 5, 1954, p. 73) Appl. author: J. Walter Thompson Co. © 2Apr54; KK95200.

Your competition is cutting costs with Friden figure-thinking. (In Time, Jan. 11, 1954, p. 77) Appl. author: J. Walter Thompson Co. © 8Jan54; KK92701.

FRIEDMAN, WILLIAM, d.b.a. UNITED PRINT SHOP. SEE United Print Shop.

FRITO COMPANY. ©
Come and get it, Fritos creamed chicken. (Corn chips) Sheet. Appl. author: Mary Livingston. © 10Dec53; KK95009.

Everybody's callin' for Fritos tamale and chili pie. (Corn chips) Sheet. Appl. author: Mary Livingston. © 10Dec53; KK95010.

I love Fritos. Frito kid. (Corn chips) Label. Appl. author: Mary Livingston. © 14Jan54 (in notice: 1953); KK95503.

An important announcement from the Frito Company. Here's news that's going to put money in your pocket. Frito kid. (Corn chips) Folder. Appl. author: Mary Livingston. © 31Oct53; KK92446.

So easy to rustle up, Fritos stuffed pears. (Corn chips) Sheet. Appl. author: Mary Livingston. © 10Dec53; KK95008.

Try these quick-to-fix Fritos gem cutlets. (Corn chips) Sheet. Appl. author: Mary Livingston. © 10Dec53; KK95007.

Try this delicious new 5-minute sweet treat. Fritos chocolate crunchies. (Corn chip confection) Label. Appl. author: Mary Livingston. © 22Dec53; KK93272.

FROSTIE COMPANY. ©
Now, Frostie old fashion root beer sells in one-way glass bottles. (In Progressive grocer, Jan. 1954, p. 152) Appl. author: Emery Advertising Corp. © 1Jan54; KK92746.

FRUIT PRODUCTS CORPORATION. ©
Donald Duck. So big and cooling. Tricy treat. (Frozen confections) Streamer. Appl. author: Max Liebman. © 28Sep53; KK94394.

Donald Duck Ducky Dubble prize list. Take one free. (Frozen confections) Envelope. Appl. author: Sydney L. Weiss. © 3Mar54; KK94398.

Donald Duck prize list. Ducky Dubble prize list. 1954-1955. (Frozen confections) Folder. Appl. author: Sydney L. Weiss. © 1Mar54; KK94393.

FUELANE CORPORATION. ©
Hello. The gas service people prefer: Happy Cooking. Folder. Appl. author: Walter E. Tonovan. © 23Dec53; KK92977.

FULTON BAG AND COTTON MILLS. ©
Polly Poncho. (Plastic clothing protectors) Label. © 23Nov53; KK92380.

FUQUA, OSBORNE A. ©
Baseball sweepstakes score card. Take Boscull tea and see how really hearty tea can be. © 1Jul53; KK93788.

Baseball sweepstakes score card. You always win if you choose Hormel good food. © 1Jul53; KK93787.

FU-SHOU PRODUCTS.
[Food delicacies in Chinese style] Label. © Jane B. Johnson & Virginia L. Roberts, d.b.a. Fu-Shou Products; 31Mar54; KK97511.

G

G-D CREATIONS.
Finito. (Game) Label. © Daniel Simkins & Gerald Eberz, d.b.a. G-D Creations; 11Feb54; KK93725.

Finito, a game for everybody. Label. © Daniel Simkins & Gerald Eberz, d.b.a. G-D Creations; 11Feb54; KK93724.

G. H. COMPANY, INC. ©
Color coordinate your entire costume with Gotham Gold Stripes. (Hosiery) Appl. author: Stanley Goodman. © 1Apr54; KK95203.

Nosegay light, butterfly bright prints in Gotham Gold Stripe lingerie. Appl. author: Stanley Goodman. © 1Apr54; KK95204.

G. H. P. CIGAR COMPANY. ©
The buy that bowls them over. El Producto Bouquet, 2 for 25¢. [Cigar, 2 bowling balls] (In Jamestown post-journal, Jamestown, N. Y., Mar. 31, 1954, p. 27) Appl. author: William H. Weintraub & Co., inc. © 31Mar54; KK95937.

Clue to cigar value. Puritanos Finos, 15¢. [Sherlock Holmes cap, hunting dog] (In the Buffalo courier-express, Mar. 11, 1954, p. 26) Appl. author: William H. Weintraub & Co., inc. © 11Mar54; KK95935.

Double pleasure, 2 Bouquets for 25¢. I always feel like an El Producto. (In Courier express, May 13, 1954, p. 28) Appl. author: Wm. H. Weintraub Co., inc. © 13May54; KK96771.

Famous shapes. Escepcionales 25¢, Puritanos Finos 15¢. I always feel like an El Producto. (In Buffalo news, May 25, 1954, p. 34) Appl. author: Wm. H. Weintraub Co., inc. © 25May54; KK96769.

Scores every time. Puritanos Finos, 15¢. I always feel like an El Producto. (In Buffalo news, Apr. 27, 1954, p. 34) Appl. author: Wm. H. Weintraub Co., inc. © 27Apr54; KK96774.

Served under glass. Queens, 25¢. I always feel like an El Producto. (In Binghamton press, Apr. 21, 1954, p. 45) Appl. author: Wm. H. Weintraub Co., inc. © 21Apr54; KK96772.

Small miracle. Bouquet, 2 for 25¢. I always feel like an El Producto. [Man's hat, baby carriage] (In the Buffalo courier-express, Apr. 1, 1954, p. 31) Appl. author: William H. Weintraub & Co., inc. © 1Apr54; KK95936.

Take me out to the ball game. Corona, 3 for 50¢. I always feel like an El Producto. (In Buffalo news, May 4, 1954, p. 35) Appl. author: Wm. H. Weintraub Co., inc. © 4May54; KK96773.

Young men prefer Varsity Panetela, 2 for 25¢. I always feel like an El Producto. (In Buffalo news, May 18, 1954, p. 50) Appl. author: Wm. H. Weintraub Co., inc. © 18May54; KK96770.

GARMAN COMPANY, INC. ©
Vapco cleaner, removes scale, corrosion, algae, slime ... Net weight 20 oz. Label. © 4May53; KK92919.

GASKELL, ALBERTA S., AND CHARLES E. GASKELL, sole owners ALBERTA'S CERAMIC STUDIO. SEE Alberta's Ceramic Studio.

GASKELL, CHARLES E., AND ALBERTA S. GASKELL, sole owners ALBERTA'S CERAMIC STUDIO. SEE Alberta's Ceramic Studio.

GATES, BETTY ELAINE.
Bunny the clown night light. Label. © Betty E. Gates; 5May54; KK96383.

GATES RUBBER COMPANY. ©
Industrial news. Folder. Appl. author: Arthur Esco Bate. Dec. 1953. © 15Nov53; KK93858.
Jan. 1954. © 15Dec53 (in notice: 1954); KK93856.
Feb. 1954. © 15Jan54; KK93857.
Mar. 1954. © 15Feb54; KK93855.
Apr. 1954. © 15Mar54; KK96202.

Pocket fan belt finder. Calculator. Appl. author: George Ellsworth Morton. © 3May54; KK96803.

Serve yourself, get up to 33 1/3 o/o discount. Sheet. Appl. title: Tire merchandiser chart. Appl. author: Ralph M. Heckman. © 5Mar54; KK96550.

GATEWOOD, BOYCE ALBERT, sole owner BAGSCO. SEE Bagsco.

GAYLORD PRODUCTS, INC. ©
It's so easy to get that glamorous Powers model look. Gayla Hold-Bob [hair pins & bobby pins] (In Intimate romances, Aug. 1953, p. 13) © 1Aug53; KK92371.

GEE, YUN. ©
Reduction item or for better health. (In the China tribune, Nov. 23, 1953, p. 3) © 23Nov53; KK92379.

GENERAL BAKING COMPANY. ©
Bond kitchen sugar cookies. Net weight 8 ounces. Label. © 26Apr54; KK96134.
Old fashioned Bond enriched bread. Net weight 1 pound. Label. © 26Apr54; KK96135.

GENERAL CIGAR COMPANY, INC. ©
It's a boy. Van Dyck cigars. Label. Appl. author: William L. Rubin. © 23Apr54; KK95812.
It's a girl. Van Dyck cigars. Label. Appl. author: William L. Rubin. © 23Apr54; KK95806.
White Owl; just married, I'm announcing the good news. Label. Appl. author: William L. Rubin. © 7Jan54 (in notice: 1953); KK92730.

GENERAL ELECTRIC COMPANY. ©
Bringing television to more cities. Painted by Paul Rabut. (High-power television equipment) Poster. © 1Dec53; KK92808.
Clean waters. Painted by Tore Asplund. (Specially developed pump motors & other equipment used for modern sewage treatment) Poster. © 1Dec53; KK92809.
For America's defense. Painted by Tran Mawicke. (New type of nuclear power plant for a U. S. Navy submarine) Poster. © 1Dec53; KK92804.
He gave us the age of light. Thomas A. Edison. Painted by Lawrence Beall Smith. Poster. © 1Dec53; KK92813.
Meeting nature's challenge. Painted by John Gould. (Development of better, surer power distribution equipment) Poster. © 1Dec53; KK92805.
More can join the fun. Painted by Arthur Shilstone. (Recreational lighting) Poster. © 1Dec53; KK92814.
More time for fun. Painted by Joseph Bowler. (Variety of appliances) Poster. © 1Dec53; KK92810.
New paths for education. Painted by Lawrence Beall Smith. (Plastic ceiling, fluorescent lamps & Textolite surfaces for desk tops) Poster. © 1Dec53; KK92812.
New paths for farming. Painted by Karl Warren. Poster. © 1Dec53; KK92811.
New patterns in American living. Painted by Adolph Treidler. (Remote control wiring, lighting, air conditioning ...) Poster. © 1Dec53; KK92815.
Strengthening the free nations. Painted by Tore Asplund. (Added power for the development of industry & improvement of living standards) Poster. © 1Dec53; KK92806.
Teamwork strengthens America's jet production. Painted by Robert McCall. (U. S. jet engine manufactured with the combined efforts

of many suppliers & subcontractors) Poster. © 1Dec53; KK92807.
Welding arcs news. GED-1826. © 19Apr53; KK93563.
GED-1869. © 25Apr53; KK93564.
GED-2021. © 10Oct53; KK93565.
GED-2068. © 24Feb54; KK94295.
GED-2236. © 12Apr54; KK95636.

GENERAL FIREPROOFING COMPANY. ©
And now, private offices with fine metal furniture in beautiful colors. Folder. © 3May54; KK97705.
Annual report, 1953. (Office furniture) Pamphlet. © 1Mar54; KK96761.
Bellevue-Stratford adopts Goodform without reservation. Goodform aluminum chairs. (In Institutions magazine, Dec. 1953, p. 61) © 1Dec53; KK93512.
Clean your desks better, safer, easier, faster than ever before. Velvolum cleaner. Folder. © 1Mar54; KK97709.
For great performance, 1600 line office desk. Folder. © 1Dec53; KK93513.
GF adds to your AF, accomplishment factor. (Aluminum office chairs) (In Time, Apr. 12, 1954, p. 18) © 12Apr54; KK96765.
GF betters her SF, speed factor. (Filing cabinets) (In Time, Feb. 15, 1954, p. 95) © 15Feb54; KK93994.
GF builds up his CF, confidence factor. (Office chairs) (In Time, Mar. 15, 1954, p. 41) © 15Mar54; KK96762.
GF-equipped cafeteria wins first award. (Aluminum chairs) (In Institutions, May 1954, p. 98) © 3May54; KK97707.
GF features GE Textolite. America's finest metal desk, the GF Mode-Maker ... (In Time, Dec. 21, 1953, p. 87) © 21Dec53; KK93514.
GF improves your firm's IF, impression factor. A distinguished GF Mode-Maker desk ... (In Time, May 10, 1954, p. 7) © 10May54; KK97706.
GF metal storage equipment, the practical and economical solution to many of your storage problems. Folder. © 1Apr54; KK96766.
GF sharpens the AF, accuracy factor. Goodform aluminum chairs. (In Time, Jan. 18, 1954, p. 12) © 18Jan54; KK93993.
Goodform aluminum chairs with smart non-chip color finishes, on display at the restaurant show. (In Institutions, Apr. 1954, p. 114) © 12Apr54; KK96764.
Goodform grades A at U. of Connecticut Student Union. Aluminum chairs. (In Institutions, Feb. 1954, p. 96) © 1Feb54; KK93992.
Holdsall small parts cabinet. Folder. © 1Jan54; KK93996.
How to secure maximum benefits from Goodform adjustable aluminum chairs. No. 2125 and no. 3257. © 1Dec53; KK93997.
In the Parke Davis employee cafeteria, the RX is Goodform. Aluminum chairs. (In Institutions, Jan. 1954, p. 125) © 4Jan54; KK93991.
Mesta Machine employees eat in comfort on Goodform [aluminum chairs] (In Institutions, Mar. 1954, p. 97) © 1Mar54; KK96763.

Presenting the new Generalaire [metal desk] Folder. © 3May54; KK97710.
Stop fumbling with customer prestige. Here's how you win every time with GF metal office furniture. Folder. © 3May54; KK97708.
Substitute drawers, drawer converters, cross trays, compartment inserts, vertical partitions, divide-a-files. Pamphlet. © 1Apr54; KK97711.
Super Filer the mechanized file, saves 3 ways. Folder. © 1Feb54; KK96767.
Unette and Wydesteel sectional files. Folder. © 1Jan54; KK93995.

GENERAL FOODS CORPORATION. ©
Back again with a big special offer. Save 25¢ on any of these top-quality Birds Eye chicken treats. (Frozen foods) (In Denver post, July 1, 1953, p. 40) Appl. author: Young & Rubicam, inc. © 1Jul53; KK92968.
Delicious fish eating all cooked for you. New Birds Eye pre-cooked haddock, cod or ocean perch fish sticks. (Frozen foods) (In Boston herald traveler, Sept. 2, 1953) Appl. author: Young & Rubicam, inc. © 2Sep53; KK92970.
Free comic book in every package of Corn-fetti with the free seal on the front. (Cereal) (In Miami herald, Miami, Fla., July 12, 1953, comic section) Appl. author: Young & Rubicam, inc. © 12Jul53; KK92962.
From the makers of famous Birds Eye chicken pie, new Birds Eye beef pie. (Frozen foods) (In Philadelphia bulletin, Jan. 28, 1954, p. 27) Appl. author: Young & Rubicam, inc. © 28Jan54; KK96031.
Hot holiday party snacks all cooked for you. Birds Eye pre-cooked fish sticks. (Frozen foods) (In New York news, Nov. 24, 1953, p. 40) Appl. author: Young & Rubicam, inc. © 24Nov53; KK92965.
New Birds Eye beef pie. Hearty, he-man chunks of tender beef. (Frozen foods) (In the Detroit news, Dec. 2, 1953, p. 57) Appl. author: Young & Rubicam, inc. © 2Dec53; KK94434.
New Post's Wheat Meal [cereal] enriched with calcium, and your family needs calcium for better health. (In Omaha world herald, Nov. 5, 1953, p. 28) Appl. author: Young & Rubicam, inc. © 5Nov53; KK94441.
New Post's Wheat Meal [cereal] gives your family something they may lack. (In Capper's farmer, Dec. 1953, p. 44) Appl. author: Young & Rubicam, inc. © 12Dec53; KK92961.
New Post's Wheat Meal [cereal] is enriched with calcium, the mineral doctors say you may lack. (In Farm journal, Nov. 1953, p. 152) Appl. author: Young & Rubicam, inc. © 11Oct53; KK94440.
Now, from the makers of smash-hit Birds Eye chicken pie, Birds Eye beef pie. (Frozen foods) (In Food merchants advocate, Feb. 1954, p. 7) Appl. author: Young & Rubicam, inc. © 1Feb54; KK94960.
Now, two speedy-meal Birds Eye pies. Chicken pie. Beef pie. (Frozen foods) (In Detroit news, Feb. 11, 1954, p. 37) Appl. au-

- thor: Young & Rubicam, inc.
© General Foods, inc.; 11Feb54;
KK94959.
- Now's the time for Jell-O. Jell-O is delicious. (In Parade (Press-telegram, Long Beach, Calif.), Nov. 15, 1953, p. 22) Appl. author: Young & Rubicam, inc.
© 15Nov53; KK94439.
- Stock up now for Lent. Birds Eye fish sticks. (Frozen foods) (In Grocer-graphic, Mar. 2, 1954, p. 17) Appl. author: Young & Rubicam, inc. © 2Mar54; KK96030.
- 10¢ off. New Birds Eye chicken pie. Hurry to your grocer, buy 4 save 40¢. (Frozen foods) (In Miami herald, Miami, Fla., Nov. 5, 1953, p. 15-A) Appl. author: Young & Rubicam, inc. © 5Nov53; KK92966.
- Thanks to all the county agricultural agents ... Birds Eye frosted foods. (In National Association of County Agricultural Agents, 1953 convention booklet, p. 25) Appl. author: Young & Rubicam, inc. © 1Sep53; KK92967.
- There's something special about Birds Eye. Frosted foods, the only balanced line. (In Quick frozen foods, Nov. 25, 1953, p. 4) Appl. author: Young & Rubicam, inc. © 25Nov53; KK92963.
- There's something special about Birds Eye mixed vegetables. (Frozen foods) (In Woman's day, Jan. 1954, p. 11) Appl. author: Young & Rubicam, inc. © 1Jan54; KK94433.
- There's something special about Birds Eye quick-frozen chicken and french fries. (In Family circle, Jan. 1954, p. 63) Appl. author: Young & Rubicam, inc. © 31Dec53; KK94435.
- There's something special about Birds Eye strawberries. Better buy Birds Eye and get that something special. (In Life, Dec. 14, 1953, p. 48) Appl. author: Young & Rubicam, inc. © 11Dec53; KK92964.
- There's something special about Birds Eye strawberries. Look at 'em, eat 'em, no berries can beat 'em. (In Life, Apr. 13, 1953, p. 44) Appl. author: Young & Rubicam, inc. © 10Apr53; KK92969.
- There's something special about Birds Eye, the only balanced line; fruits, juices, fish ... frosted foods. (In Quick frozen foods, Feb. 1954, p. 46) Appl. author: Young & Rubicam, inc. © 25Jan54; KK94957.
- Try this delicious fish eating with no fish cooking. New Birds Eye pre-cooked haddock, cod or ocean perch fish sticks. (Frozen foods) (In Boston herald traveler, Aug. 26, 1953) Appl. author: Young & Rubicam, inc. © 26Aug53; KK92971.
- When I'm eating Jell-O, I wish I were a hippo. (In Life, Feb. 1, 1954, p. 35) Appl. author: Young & Rubicam, inc. © 29Jan54; KK96028.
- When I'm eating Jell-O, I wish I were a kangaroo. (In the Saturday evening post, Feb. 27, 1954, p. 40) Appl. author: Young & Rubicam, inc. © 24Feb54; KK94956.
- When I'm eating Jell-O, I wish I were a lion. (In Look, Feb. 23, 1954, p. 91) Appl. author: Young & Rubicam, inc. © 9Feb54; KK96029.
- When I'm eating Jell-O, I wish I were a peacock. (In Look, Jan. 26, 1954, p. 45) Appl. author: Young & Rubicam, inc. © 12Jan54; KK94437.
- When I'm eating Jell-O, I wish I were a pelican. (In Life, Jan. 18, 1954, p. 34) Appl. author: Young & Rubicam, inc. © 15Jan54; KK94436.
- When I'm eating Jell-O, I wish I were a rooster. (In the Saturday evening post, Jan. 30, 1954, p. 40) Appl. author: Young & Rubicam, inc. © 27Jan54; KK94438.
- When I'm eating Jell-O, I wish I were an octopus. (In Life, Mar. 8, 1954, p. 51) Appl. author: Young & Rubicam, inc. © 5Mar54; KK96027.
- GENERAL INSECTICIDE COMPANY, INC. ©
Tom Cat rat & mouse pellets. One pound. Label. Appl. author: Benjamin D. Smith. © 3Sep53; KK93593.
- GENERAL LAMPS MANUFACTURING CORPORATION. ©
Introducing General's new Holiday motel lamp group. (In American motel, Jan. 1954, p. 17) © 1Jan54 (in notice: 1953); KK94762.
- GENERAL MILLS, INC. ©
Betty Crocker angel food cake mix. 1 lb. 1 oz. net wt. Series [no.] 1A. Label. © 3Dec53; KK93668.
- Betty Crocker chocolate devils food cake mix. 1 lb. 4 oz. net wt. Series no. 17-A. Label. © 5May54; KK96949.
- Betty Crocker honey spice cake mix. 1 lb. 4 oz. net wt. Series no. 5A. Label. © 4May54; KK96947.
- Betty Crocker pie crust mix. 4 crust pack. 1 lb. 2 oz. net wt. Series no. 27. Label. © 5Dec53; KK93667.
- Betty Crocker pie crust mix. 9 oz. net wt. Series no. 29. Label. © 11May54; KK96948.
- Betty Crocker Sperry pancake and waffle mix. Net wt. 1 1/2 oz. Series no. 25. Label. © 15Sep53; KK93666.
- Betty Crocker Sperry wheat Hearts. Net wt. 1 1/2 oz. Series no. 23. (Cereal) Label. © 9Sep53; KK93665.
- Faster, easier, better cleaning with O-Cel-O cellulose sponges. In the kitchen ... (In Western family magazine, Sept. 18, 1952, p. 15) Appl. author: T. Sloane Palmer, © 18Sep52; KK92556.
- Faster, easier, better cleaning with O-Cel-O cellulose sponges. In the living room ... (In Western family magazine, Oct. 2, 1952, p. 22) Appl. author: T. Sloane Palmer. © O-Cel-O, Div. of General Mills, inc.; 20Oct52; KK92555.
- Trix, the sugar cereal with the fruit-like flavor. Net wt. 8 1/2 oz. Series no. 1. Label. © 6May54; KK96950.
- GENERAL PUBLIC UTILITIES CORPORATION. ©
Now let GPU Site-Service do your leg work. (In Business week, Mar. 27, 1954, p. 67) Appl. author: Goold & Tierney, inc. © 26Mar54; KK95043.
- GENERAL REFINERIES, INC. ©
Hydrocolloid handbook. (Dental technique) 36 p. Appl. author: F. Raymond Garvey. © 9Feb54; KK96946.
- GENSHEIMER (W. T.) INC. ©
SewMatic attachments for the needle industry. 27 p. © 1Mar54; KK96952.
- GERBER, HARRY, d.b.a. DIAMOL PRODUCTS COMPANY. SEE Diamol Products Company.
- GERSON BROTHERS, INC.
Atlas Line. SEE Stark (J. J.) Company.
- GETTELMAN (A.) BREWING COMPANY. ©
It's grand in Wisconsin. \$1000 beer. [Happy the Gettelman Badger] (In the Milwaukee journal, Apr. 21, 1954, p. 27) Appl. author: McCann-Erickson, inc. © 21Apr54; KK95641.
- GIACHINO'S FAMOUS FOODS COMPANY.
Famous pizza sauce. Net wt. 6 oz. Label. © Giachino's Famous Foods Co., a co-partnership composed of Charles A. Ringler & Jack Plescia; 11Mar54; KK94636.
- GIANINO, SAM ALFRED, AND MILO FRANK MRACEK, d.b.a. M. G. Enterprises. SEE M. G. Enterprises.
- GIBBS ADVERTISING AGENCY. ©
Curtis wonderful windows go up like a feather in any weather. (In the York dispatch, May 7, 1954, p. 10) Appl. author: Robert Manning Gibbs. © 7May54; KK96194.
- GIBBS UNDERWEAR COMPANY. ©
Gibbs kids in Durene. (In Good housekeeping, Sept. 1952, p. 207) Appl. author: Gray & Rogers. © 20Aug52; KK92748.
- Gibbs kids in soft as doeskin. (In Ladies' home journal, Oct. 1952, p. 201) Appl. author: Gray & Rogers. © 29Sep52; KK92790.
- GIBRALTAR CONSTRUCTION COMPANY. ©
It's Gibraltar for the finest in California redwood exterior. (Garage construction) © Gibraltar Construction Co., Roy Benbow, sole owner; 14Feb54; KK94132.
- GIBSON (HAROLD) INDUSTRIES. ©
The amazing rust remover. Rustoff. 2 oz. Label. Appl. author: Harold B. Gibson. © 29Dec53; KK95132.
- GIBSON REFRIGERATOR COMPANY. ©
Enjoy draft-free air conditioning, and save \$90. (In Life, Apr. 19, 1954, p. 50) Appl. author: Henri, Hurst & McDonald, inc. © 16Apr54; KK96189.
- Look what you get only with Gibson refrigerator. Exclusive Touch-A-Tap ... (In Life, May 17, 1954, p. 59) Appl. author: Henri, Hurst & McDonald, inc. © 14May54; KK96296.
- Purest air you'll ever breathe. Gibson draft-free room air conditioner with exclusive Gib-sun-air ozone lamp. (In Life, Apr. 5, 1954, p. 128) Appl. author: Henri, Hurst & McDonald, inc. © 2Apr54; KK96190.
- Save \$90, enjoy draft-free air conditioning with Gibson. (In the Saturday evening post, May 8, 1954, p. 84) Appl. author: Henri, Hurst & McDonald, inc. © 5May54; KK96428.
- GILBERT (E. T.) MANUFACTURING COMPANY, INC. ©
Twist Kraft, fun for the entire family. (Household items) Label. Appl. author: Milprint, inc. © 21Dec53; KK95014.
- GILFILLAN BROTHERS, INC. ©
Gilfillan announces world's first

GILFILLAN BROTHERS, INC. Cont'd.

4-in-1 radar. One scope, 4 radar functions at the turn of a switch. (In U. S. news & world report, June 4, 1954, p. 60-61) Appl. author: Mrs. Van Carlson. © 4Jun54; KK97287.

GILLETTE COMPANY. ©

All new Toni self-timing waving lotions take in just 15 minutes. © The Toni Co., a Div. of the Gillette Co.; 10Jan54; KK92911.

All new Toni self-timing waving lotions take in just 15 minutes. (In the Indianapolis star magazine, Jan. 10, 1954, p. 7) Appl. author: Weiss & Geller, inc. © Toni Co., a div. of Gillette Co.; 10Jan54; KK93212.

Cavalcade of Sports. Billy Martin. (Blue blades, razor, dispenser & shaving cream) (In the Detroit free press, Apr. 11, 1954, comic section) Appl. author: Maxon, inc. © 11Apr54; KK96552.

Cavalcade of Sports. Charlie Grimm. (Blue blades, razor, dispenser & shaving cream) (In the Detroit news, Jan. 17, 1954, comic section) Appl. author: Maxon, inc. © 17Jan54; KK93814.

Cavalcade of Sports. Eddie Lopat. (Blue blades, razor, dispenser & shaving cream) (In Detroit free press, Feb. 14, 1954, comic section) Appl. author: Maxon, inc. © 14Feb54; KK93812.

Cavalcade of Sports. Hank Bauer. (Blue blades, razor, dispenser & shaving cream) (In the Detroit news, Mar. 14, 1954, comic section) Appl. author: Maxon, inc. © 14Mar54; KK96553.

Cavalcade of Sports. Jerry Coleman. (Blue blades, razor, dispenser & shaving cream) (In the Detroit news, Dec. 6, 1953, comic section) Appl. author: Maxon, inc. © 6Dec53; KK93813.

Climb aboard Gillette's golden band wagon. (Blue blades, razor, dispenser & shaving cream) (In Variety store merchandiser, Dec. 1953, p. 57) Appl. author: Maxon, inc. © Gillette Safety Razor Co.; 1Dec53; KK93811.

The first lipstick you wear either way. New Viv, by Toni. (In the Denver post, Mar. 9, 1954, p. 30) © Gillette Co., Toni Co. Division; 9Mar54; KK95480.

Greatest shaving value ever offered. Gillette Super-speed razor and Blue blades dispenser ... (In U. S. Naval Academy register of graduates, 1953 alumni register, p. 69) Appl. author: Maxon, inc. © Gillette Safety Razor Co.; 15Oct53 (in notice: 1952); KK93815.

Important notice about new plastic bobby pins. Bobbi pin-curl permanent. Folder. © Gillette Co., Toni Co. Division; 26Apr54; KK96545.

Never before a lipstick so red. Long-lasting colors stay on, keep lips soft and moist. New Viv, by Toni. (In Cincinnati times-star, Mar. 16, 1954, p. 9) © Gillette Co., Toni Co. Division; 16Mar54; KK95482.

Never before a lipstick so red. New Viv, by Toni. There just never has been a lipstick so red ... (In Erie times, Erie, Pa., Nov. 17, 1953, p. 28) © Gillette Co., Toni Co. Division; 17Nov53; KK97403.

Never before a lipstick so red. No woman before you has ever worn such vivid shades. New Viv, by Toni. (In the Atlanta constitution, Mar. 8, 1954, p. 24) © Gillette Co., Toni Co. Division; 8Mar54; KK95481.

Styl-Loon balloon, permanent waving and hair styling guides, by Toni. Card. © Gillette Co., Toni Co. Div.; 3Sep53; KK92876.

Viv lipstick, by Toni. Vivid coral; indelible type. 9811. Card. © Toni Co., a div. of the Gillette Co.; 6Nov53; KK92877.

Viv lipstick, by Toni. Vivid coral. 9801. Card. © Toni Co., a div. of the Gillette Co.; 6Nov53; KK92874.

Viv lipstick, by Toni. Vivid red, creamy type. 9824. Card. © Toni Co., a div. of the Gillette Co.; 6Nov53; KK92875.

GINI PRODUCTS, INC. ©

Giant Pinwheel pin-curl clips. Label. Appl. author: Zepha V. Bogert. © 6May54; KK96382.

Small Pinwheel pin-curl clips. Label. Appl. author: Zepha V. Bogert. © 6May54; KK96381.

GINN AND COMPANY. ©

The phonic program cards and charts. Set 1. Faith and freedom. Label. Appl. author: Sister M. Marguerite, employee for hire of the Catholic University of America. © 11Jun51; KK97148.

GIUSTI BAKING COMPANY. ©

Country Home enriched bread. Weight 1 lb. Label. © 20Feb54; KK96483.

Master enriched bread. Weight 1 lb. 1 oz. Label. Appl. author: Joseph Giusti. © 15Apr54; KK95616.

GIVAUDAN-DELAUNAY, INC. ©

Givaudan gives you experienced help in perfuming men's toiletries. (In the Givaudanian, Feb. 1954, p. 4 of cover) Appl. author: Bernard Guth. © 26Feb54; KK96574.

GLENCO REFRIGERATION CORPORATION. ©

Glenco all-metal welded stainless steel refrigerators. Catalog G-2. 8 p. © 1Apr54; KK96490.

GLENMORE DISTILLERIES COMPANY.

For every occasion, get the Yellowstone Short Snorter. (In the New Albany tribune, New Albany, Ind., Apr. 21, 1954, p. 9) Appl. author: Ewell & Thurber Associates. © Yellowstone, inc., division of Glenmore Distilleries Co.; 21Apr54; KK95539.

GLIDDEN (OTIS E.) AND COMPANY, INC. ©

Buy all drug items at this store. Zymenol and Zymelose. (Laxative) Card. Appl. author: Paulson-Gerlach & Associates, inc. © 11Jan54; KK92702.

Good for you, and baby too. Mild, gentle Zymenol [laxative] Folder. Appl. author: Paulson-Gerlach & Associates, inc. © 2Jan54; KK92545.

GLIDDEN COMPANY. ©

The early bird says, here's how you can be months ahead with your spring decorating. Spread Satin [paint] (In Life, Feb. 22, 1954, p. 133) Appl. author: Meldrum & Fewsmith, inc. © 19Feb54; KK95990.

If your air conditioners could tell you what is best, they'd all choose Nu-Pon Primer. Form no. F-380. (Paint products) Folder.

Appl. author: Meldrum & Fewsmith, inc. © 20Dec53; KK95119.

You paint best for less, with the stay-fresh colors you get only in Spread Satin. [Bedroom scene] (In Better homes & gardens, Apr. 1954, p. 267) Appl. author: Meldrum & Fewsmith, inc. © 15Mar54; KK95989.

You paint best for less, with stay-fresh colors you get only in Spread Satin. [Paint festival kitchen scene] (In This week, May 2, 1954, p. 19) Appl. author: Meldrum & Fewsmith, inc. © 1May54; KK95843.

You paint best for less, with the stay-fresh colors you get only in Spread Satin. [Living room scene] (In Ladies' home journal, Apr. 1954, p. 112-113) Appl. author: Meldrum & Fewsmith, inc. © 31Mar54; KK95991.

GLIDON PRODUCTS. ©

My own tooth. (Small plastic boxes) Label. Appl. authors: Gilbert W. Snyder & Allen D. Parsons. © 12Apr54; KK96143.

GLOBE PARLOR FURNITURE COMPANY. ©

American Restoration. Label. Appl. author: Jack Williams, inc. © 19Feb54 (in notice: 1953); KK94049.

Beautiful, and the built-in comfort of this furniture will please you immensely, especially the Firestone Foamex cushions. (In Living for young homemakers, Feb. 1954, p. 5) Appl. author: Jack Williams, inc. © 20Jan54; KK94050.

Comfortable living room furniture. Pamphlet. Appl. author: Jack Williams, inc. © 10Mar54; KK96353.

GLOECKLER PRODUCTS COMPANY. ©

Lik Quid Floor Glaz; protective coating. Label. Appl. author: John William Gloeckler, Sr. © 7Jun54; KK97063.

GLOVER (H. CLAY) COMPANY, INC. ©

Guard your scalp against infectious dandruff. Imperial hair tonic ... Mail coupon now, Glover's, Dept. 815 ... (In Esquire, May 1952, p. 139) Appl. author: Roberts & Reimers, inc. © 1May52 (in notice: 1951); KK92732.

Guard your scalp against infectious dandruff. Imperial hair tonic ... Main coupon now, Glover's, Dept. 923 ... (In the Saturday evening post, Mar. 24, 1951, p. 148) Appl. author: Roberts & Reimers, inc. © 24Mar51; KK92731.

GOLD STAMP PREMIUM COMPANY.

Your gold stamp premium catalog of nationally advertised merchandise. (Jewelry, sheets & general appliances) 23 p. Appl. author: Ben L. Brodsky. © Saunders Distributors, inc., t.a. Gold Stamp Premium Co.; 1Jun54; KK97720.

GOLDBERG, SAM. ©

Mazel-Tov [phonograph] records. Label. © 1Oct53; KK93380.

GOLDFARB (ALLAN) CORPORATION. ©

Ajam brand overissue newspapers. Blotter. © 15Jun54; KK97425.

GOLDMAN JEWELRY COMPANY, d.b.a. GOLDMAN'S. SEE Goldman's.

GOLDMAN'S.

Attention back to school students ... Goldman's greatest sale on nationally famous Emerson watches. All 17 jewels, all 17 dollars. c32 different styled watches (In the

Kansas City star, Aug. 12, 1953, p. 6) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 12Aug53; KK92735.

Attention back to school students ... Goldman's greatest sale on nationally famous Emerson watches. c52 different styled watches (In the Kansas City star, Aug. 7, 1953, p. 13) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 7Aug53; KK93124.

Attention back to school students ... Goldman's greatest sale on nationally famous Emerson watches. c25 different styled watches (In the Kansas City star, Aug. 9, 1953, p. 7A) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 9Aug53; KK92741.

Big 7 diamond buys. Tomorrow, and tomorrow only, is your chance-of-a-lifetime opportunity ... (In the Kansas City star, Aug. 28, 1953, p. 13) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 28Aug53; KK92733.

Goldman direct import diamonds, larger, finer diamonds at greater savings. (In the Kansas City star, Aug. 2, 1953, p. 9A) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 2Aug53; KK92739.

Last call ... I've just returned from Antwerp, Belgium with magnificent Goldman direct import diamonds. (In the Kansas City star, Aug. 21, 1953, p. 15) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 21Aug53; KK92740.

New shipment just arrived from Antwerp, Belgium. Goldman direct import diamonds. (In the Kansas City star, Aug. 16, 1953, p. 7A) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 16Aug53; KK92738.

New shipment just arrived from our cutters in Antwerp, Belgium. Goldman direct import diamonds. (In the Kansas City star, Aug. 14, 1953, p. 8) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 14Aug53; KK92737.

New shipment via air express, from the Goldman offices in Antwerp, Belgium. Goldman direct import diamonds. (In the Kansas City star, Aug. 19, 1953, p. 7) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 19Aug53; KK92734.

Sale ends tomorrow. Magnificent-unmounted Goldman direct import diamonds. (In the Kansas City star, Aug. 26, 1953, p. 7) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 26Aug53; KK92736.

Save up to 60 % on Goldman direct import diamonds. (In the Kansas City star, Aug. 5, 1953, p. 6) Appl. author: Fred Goldman, Jr. © Goldman Jewelry Co., d.b.a. Goldman's; 5Aug53; KK92742.

GOODMAN (A.) AND SONS, INC. © Elbow macaroni; no. 35. Net wt. one pound. Label. © 18Feb54; KK94468.

Macaroni; no. 5; Italian style. Net weight one pound. Label. © 18Feb54; KK94467.

Spaghetti; no. 8; Italian style. Net weight one pound. Label. © 18Feb54; KK94466.

GOODMAN, CHARLES MORTON.

Want this Kelvinator holiday house free, or \$25,000 in cash? (Appliances) (In Life, May 3, 1954, p. 112-113) © Charles M. Goodman; 29Apr54; KK96450.

GOODMAN, L. F. ©

Borrow by mail from Postal Finance Company ... Folder. © 25Mar54; KK94976.

Confidential money request. Postal Finance Company. (Loans by mail) Sheet. © 10Mar54; KK94364.

Special introductory offer, to acquaint you with our fast, confidential loan plan. Postal Finance Company. Sheet. © 21Apr54; KK96333.

Teacher confidential money request. Postal Finance Company. (Loans by mail) Sheet. © 8Feb54; KK94096.

You can borrow \$50 to \$600 entirely by mail. Postal Finance Company. Sheet. © 18Jan54; KK93392.

You can obtain a teachers' vacation loan up to \$600 now. Postal Finance Company. (Loans by mail) Sheet. © 10Mar54; KK94338.

GOODRICH (B. F.) COMPANY. ©

B. F. Goodrich Charg-O-Graph heart test for your battery. Sheet. © 23Jun53; KK93848.

B. F. Goodrich tubeless tire gives patented blowout protection. New BFG Safetyliner. © 1May53; KK93850.

B. F. Goodrich tubeless tire is Texas-tested for blowout safety. Yet new Safetyliner ... © 1May53; KK93851.

Now, a lower priced B. F. Goodrich tubeless tire. © 1May53; KK93853.

Now, a lower priced tubeless tire. B. F. Goodrich Safetyliner. © 1May53; KK93852.

Servicing the B. F. Goodrich Safetyliner tubeless tire. 16 p. © 1May53; KK93849.

GORDON, FRANK DONALD.

Brand 'em. Identify and beautify your galoshes, boots, raincoats ... (Rubber goods marking kit) Label. © Frank D. Gordon; 10May54; KK97059.

GORDON, MELVIN J., N. G. STONE AND S. Z. GORDON, forming the co-partnership MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

GORDON, S. Z., N. G. STONE AND MELVIN J. GORDON, forming the co-partnership MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

GORDON BREAD COMPANY. ©

Stone-Ground brand 100 % whole wheat bread. Honey flavored. Label. © 12Dec53; KK95650.

GORHAM COMPANY. ©

Before you pick your sterling pattern, look under silver in the Encyclopaedia Britannica. (In Ladies' home journal, Mar. 1954, p. 33) Appl. author: Mrs. C. Le Vathes. © 24Feb54; KK94748.

Gorham announces authentic reproductions in sterling of American colonial silver, from the Metropolitan Museum. (In the New Yorker, May 1, 1954, p. 5) Appl. author: Mrs. C. Le Vathes. © 29Apr54; KK96461.

Gorham sterling special order service. (In House beautiful, Jan. 1954, p. 1) Appl. author: Mrs. C. Le Vathes. © 18Dec53 (in notice: 1954); KK94746.

How to pick a sterling pattern you'll love for the rest of your life. (In Seventeen, Apr. 1954, p. 23) Appl. author: Mrs. C. Le Vathes. © 1Apr54; KK95942.

New design for giving. Gorham sterling candelabra. (In the New Yorker, Apr. 24, 1954, p. 13) Appl. author: Mrs. C. Le Vathes. © 22Apr54; KK96716.

Off to a beautiful start, with love and Gorham sterling. (In House beautiful's guide for the bride, spring 1954, p. 29) Appl. author: Mrs. C. Le Vathes. © 15Jan54 (in notice: 1953); KK95939.

Pick the present with the big future now. Gorham sterling. (In Seventeen, p. 2 of cover) Appl. author: Mrs. C. Le Vathes. © 1Sep52; KK95940.

Start your dream home now with Gorham sterling. (In House beautiful's guide for the bride, fall 1953, p. 25) Appl. author: C. LeVathes. © 15Jul53; KK92439.

There's more to choosing your sterling silver than picking the prettiest pattern. (In McCall's, May 1954, p. 2 of cover) Appl. author: Mrs. C. Le Vathes. © 21Apr54; KK96717.

GORTATOWSKY, HARRIETTE L. ©

We're ready for spring and Easter, at Gretchen's fashions for little folks. (Childrens' clothes) Folder. © 8Mar54; KK94255.

GOSHIEN, MILTON H. ©

Shoob Music Store and conservatory of music. © 4Nov53; KK96888.

GOTHAM HOSIERY COMPANY, INC. ©

Gold Stripe beautiful stockings. Sheet. © 29Jan54; KK97264.

GOULD, JOHN.

Meeting nature's challenge. SEE General Electric Company.

GOULD-NATIONAL BATTERIES, INC. ©

Endless energy, thanks to battery power. Specify Gould Kathanodes with new Diamond Z grids, for diesel starting. (In Modern railroads, June 1954) Appl. author: Hutchins Advertising Co., inc. © 10May54; KK97242.

Endless energy, thanks to battery power. Specify Gould Planté, the aristocrat of stationary batteries. (In Electrical world, June 14, 1954) Appl. author: Hutchins Advertising Co., inc. © 10May54; KK97244.

Endless energy, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest industrial truck battery. (In Factory management and maintenance, June 1954) Appl. author: Hutchins Advertising Co., inc. © 10May54; KK97245.

Endless energy, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest mining battery. (In Mechanization, June 1954) Appl. author: Hutchins Advertising, inc. © 10May54; KK97243.

Engineering specifications, Yale & Towne Mfg. Co. Thirty and Kathanode Diamond Z grid batteries. Sheet. © 1Mar54; KK94698.

GOULD-NATIONAL BATTERIES, INC. Cont'd.

- Gould Dreadnaught suspended element cell in glass jar. Type DD. Sheet. © 30Apr54; KK96713.
- Gould Dreadnaught suspended element cell in glass jar. Type FD. Sheet. © 30Apr54; KK96702.
- Gould Dreadnaught suspended element cell in glass jar. Type XSC3. Sheet. © 30Apr54; KK96712.
- Gould Dreadnaught suspended element cell in glass jar. Type YSC3. Sheet. © 30Apr54; KK96711.
- Gould Econ-O-Mysr industrial battery. Folder. © 8Jan54; KK92642.
- Gould Econ-O-Mysr storage batteries. Net user prices, f. o. b. factory. Effective January 1, 1954. Sheet. © 5Jan54; KK92644.
- Gould heavy duty supported element cell in rubber monobloc container. Kathanode construction with new Diamond Z plates. Type KAZ. Sheet. © 8Nov53; KK92643.
- Gould Kathanode suspended element cell in glass jar. Type DK. Sheet. © 30Apr54; KK96705.
- Gould Kathanode suspended element cell in glass jar. Type EK. Sheet. © 30Apr54; KK96704.
- Gould Kathanode suspended element cell in glass jar. Type FK. Sheet. © 30Apr54; KK96703.
- Gould-National Batteries, inc. introduces Mr. Big, first industrial type battery built for automotive use. (In the Saturday evening post, Sept. 6, 1952, p. 119) Appl. author: E. T. Holmgren, inc. © 6Sep52; KK95316.
- Gould Planté suspended element cell in glass jar. Type DP. Sheet. © 30Apr54; KK96707.
- Gould Planté suspended element cell in glass jar. Type EP. Sheet. © 30Apr54; KK96706.
- Gould Planté suspended element cell in glass jar. Type WPE3. Sheet. © 30Apr54; KK96709.
- Gould Planté suspended element cell in glass jar. Type XPE3. Sheet. © 30Apr54; KK96710.
- Gould Planté suspended element cell in glass jar. Type YPE3. Sheet. © 30Apr54; KK96708.
- Gould storage battery rental agreement for electric industrial truck applications, with 5 year combination, split rental payments. Sheet. © 2Mar54; KK94700.
- Gould storage battery rental agreement for electric industrial truck applications, with uniform monthly payments. Sheet. © 2Mar54; KK94699.
- Just what the doctor ordered. Gould-National's Mr. Big. (In the Saturday evening post, Oct. 11, 1952, p. 149) Appl. author: E. T. Holmgren, inc. © 11Oct52; KK95314.
- Lasting power for diesel cranking, thanks to battery power. Specify Gould Kathanode batteries with new Diamond Z grids for diesel starting. Sheet. Appl. author: Hutchins Advertising Co., inc. © 13Jan54 (in notice: 1953); KK92752.
- Lasting power for handling, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest industrial truck battery. Sheet. Appl. author: Hutchins Advertising Co., inc. © 13Jan54 (in notice: 1953); KK92755.

Lasting power for long hauls, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest mine shuttle car battery. Sheet. Appl. author: Hutchins Advertising Co., inc. © 13Jan54 (in notice: 1953); KK92753.

Lasting power for telephone, switchgear, alarm, and emergency applications, thanks to battery power. Specify Gould Planté, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., inc. © 13Jan54 (in notice: 1953); KK92754.

Plenty of reserve strength, thanks to battery power. Specify Gould Kathanode batteries with new Diamond Z grids, for diesel starting. Sheet. Appl. author: Hutchins Advertising Co., inc. © 16Mar54; KK94573.

Plenty of reserve strength, thanks to battery power. Specify Gould Planté, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., inc. © 16Mar54; KK94574.

Plenty of reserve strength, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest industrial truck battery. Sheet. Appl. author: Hutchins Advertising Co., inc. © 16Mar54; KK94571.

Plenty of reserve strength, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest mining battery. Sheet. Appl. author: Hutchins Advertising Co., inc. © 16Mar54; KK94572.

Rugged and raring to go, thanks to battery power. Specify Gould Kathanode batteries with new Diamond Z grids, for air conditioning and car lighting. Sheet. Appl. author: Hutchins Advertising Co., inc. © 17Feb54; KK93748.

Rugged and raring to go, thanks to battery power. Specify Gould Planté, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., inc. © 17Feb54; KK93747.

Rugged and raring to go, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest industrial truck battery. Sheet. Appl. author: Hutchins Advertising Co., inc. © 17Feb54; KK93746.

Rugged and raring to go, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest mining battery. Sheet. Appl. author: Hutchins Advertising Co., inc. © 17Feb54; KK93745.

Springs into action, thanks to battery power. Specify Gould Kathanodes with new Diamond Z grids, for air conditioning and car lighting. (In Modern railroads, July 1954) Appl. author: Hutchins Advertising Co., inc. © 15Jun54; KK97590.

Springs into action, thanks to battery power. Specify Gould Planté, the aristocrat of stationary batteries. (In Electrical world, July 12, 1954) Appl. author: Hutchins Advertising Co., inc. © 15Jun54; KK97588.

Springs into action, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest industrial truck

battery. (In Factory management & maintenance, July 1954) Appl. author: Hutchins Advertising Co., inc. © 15Jun54; KK97589.

Springs into action, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest mining battery. (In Coal age, July 1954) Appl. author: Hutchins Advertising Co., inc. © 15Jun54; KK97587.

Tireless action, thanks to battery power. Specify Gould Kathanode batteries with new Diamond Z grids, for air conditioning and car lighting. Sheet. Appl. author: Hutchins Advertising Co., inc. © 14Apr54; KK95378.

Tireless action, thanks to battery power. Specify Gould Planté, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., inc. © 14Apr54; KK95375.

Tireless action, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest industrial truck battery. Sheet. Appl. author: Hutchins Advertising Co., inc. © 14Apr54; KK95377.

Tireless action, thanks to battery power. Specify the Gould Thirty with new Diamond Z grids, America's finest mining battery. Sheet. Appl. author: Hutchins Advertising Co., inc. © 14Apr54; KK95376.

Tripping, supervisory and control batteries for Allis Chalmers Manufacturing Co. Class B manufacturers' prices, effective Mar. 1, 1954. 13 p. © 1Feb54; KK94997.

Yours will be the one that starts, with Gould-National's Mr. Big. (In the Saturday evening post, Nov. 15, 1952, p. 145) Appl. author: E. T. Holmgren, inc. © 15Nov52; KK95315.

GOURMET GUILD. ©

Eat well and be merrie for tyme is swift. The Gourmet Guild, presenting the most fabulous foods in the world. Pamphlet. © 8Oct53; KK93771.

GRACE CHEMICAL COMPANY. ©

Grace crystal Urea for industry. Folder. © 23Apr54; KK96913.

GRAHAM MACHINE TOOL COMPANY. ©

Pearson model H turret type milling machine. Folder. Appl. author: Joseph Dunn. © 30Dec53; KK94386.

GRANDMOTHER STOVER'S, INC. ©

Santa's surprise bag, by Grandmother Stover. (Party favors, place cards & miniatures) Appl. author: John Stover. © 1Nov51; KK92441.

GRANT ENGINEERING AND CHEMICAL COMPANY, INC. ©

Bravo ant killer. 11 oz. net wt. Label. © 2Apr54; KK95913.

Bravo Spidercide, black widow killer, contact & residual. 11 oz. net wt. Label. © 2Apr54; KK95914.

GRANT PULLEY AND HARDWARE CORPORATION. ©

Grant Flush Pulls. Sheet. © 15Feb54; KK94617.

Grant 7000 sliding door hardware, general data, parts, packaged sets, accessories. Folder. © 11Mar54; KK94618.

Installation instructions for sliding door hardware sets. Grant 7000. Sheet. © 18Mar54; KK94616.

Meet the Bantam, the only sliding door hardware made expressly for thin panels. Bantam 900. Sheet. © 15Dec53; KK94619.

GRAPHIX DISPLAY, INC. ©
Go get 'em Braves. Miller High Life, the champagne of bottle beer. Calendar. Appl. author: Walter S. Pinter. © 7Jun54; KK97624.

GREAT CENTRAL INSURANCE COMPANY. ©
Wanted. Night work nets burglars \$1700 ... [A visual sales kit] Pamphlet. Appl. author: Harold Seigfried Lang. © 27May54; KK97454.

GREEN GIANT COMPANY. ©
The big sweet ones with the thin skins. (Peas) (In Life, Oct. 12, 1953, p. 168) Appl. author: Leo Burnett Co., inc. © 9Oct53; KK93154.

The cream of the cream style corn. (In This week, Nov. 1, 1953, p. 14) Appl. author: Leo Burnett Co., inc. © 1Nov53; KK93146.

The Green Giant brings you a brand new Niblets corn. (In This week, Oct. 4, 1953, p. 20-21) Appl. author: Leo Burnett Co., inc. © 4Oct53; KK93147.

The Green Giant Company presents a new corn. Niblets. (In Ladies' home journal, Nov. 1953, p. 12-13) Appl. author: Leo Burnett Co., inc. © 28Oct53; KK93142.

Green Giant, the name to look for twice. (Peas & corn) (In Family circle, Nov. 1953, p. 48) Appl. author: Leo Burnett Co., inc. © 29Oct53; KK93144.

Indian discovered corn, science discovers new Niblets. (In Life, Nov. 23, 1953, p. 4 of cover) Appl. author: Leo Burnett Co., inc. © 20Nov53; KK93151.

Kounty Kist corn. The corn with the full country color and flavor. (In Look, Nov. 17, 1953, p. 76) Appl. author: Leo Burnett Co., inc. © 3Nov53; KK93149.

Kounty Kist peas. Entering Le Sueur County. (In Look, Dec. 15, 1953, p. 148) Appl. author: Leo Burnett Co., inc. © 1Dec53; KK93148.

Kounty Kist peas. New pack's in. (In Look, Sept. 22, 1953, p. 74) Appl. author: Leo Burnett Co., inc. © 8Sep53; KK93150.

New color, new flavor, new process. Niblets Mexicorn. (In Family circle, Dec. 1953, p. 49) Appl. author: Leo Burnett Co., inc. © 26Nov53; KK93143.

New crop, best ever. (Peas) (In Life, Aug. 24, 1953, p. 72) Appl. author: Leo Burnett Co., inc. © 21Aug53; KK93155.

New process makes possible new corn. Niblets. (In Life, Sept. 21, 1953, p. 156-157) Appl. author: Leo Burnett Co., inc. © 18Sep53; KK93153.

Nuevo, new Niblets Mexicorn, whole kernel corn with sweet red and green peppers. (In Life, Oct. 26, 1953, p. 138) Appl. author: Leo Burnett Co., inc. © 23Oct53; KK93152.

2 thrifty dishes you can make with the cream of the cream style corn. (In This week, Dec. 13, 1953, p. 24) Appl. author: Leo Burnett Co., inc. © 13Dec53; KK93145.

GREENEBAUM (M.) AND SONS. ©
Latest diamond importation arrives from South Africa. (In the Eve-

ning sun, Baltimore, Dec. 4, 1953, p. 29. Appl. author: Harry Greenebaum. © 4Dec53; KK92375.

GREENWOOD, BURTON H., t.a. BURTONITE COMPANY. SEE Burtonite Company.

GREY (MARY) HOSIERY MILLS. ©
Pink Poodle, the most exciting hosiery color for spring. Appl. author: T. J. Bradley, Jr. © 1Mar54; KK96887.

GRIP-TITE CORPORATION. ©
Belvedere's exciting new spill proof baby bowl. Poster. Appl. author: Harry M. Miller, inc. © 31Oct53; KK92546.

GRO-CORD RUBBER COMPANY. ©
Cushioned comfort for industrial workmen. Neo Crepe [shoe] soles. (In Boot & shoe recorder, May 1, 1954, p. 30-31) Appl. author: Central Advertising Agency. © 1May54; KK97539.

GROSS (JOHN) AND COMPANY. ©
Blac-Bree Danish blackberry [wine] 1 pint, 8 ounces. Label. Appl. author: John Gross. © 14Jun54; KK97193.

GROVE LABORATORIES, INC.
New shampoo discovery gives you film-free hair with no detergent dryness. New Fitch shampoo. (In Life, Nov. 10, 1952, p. 24) Appl. author: Josephine Walsh. © Fitch Division, Grove Laboratories, inc.; 6Nov52; KK92411.

GRUBB AND PETERSEN, ADVERTISING. ©
C-A-S newspaper advertising. Series no. 1 proof sheet. (Finance plan) © 20Nov53; KK92370.

GRUBER, EMANUEL. ©
Redi-Hang, a draw drape or traverse drape. Sheet. © 22Jan54; KK93074.

GUARD GRAPHITE OIL COMPANY. ©
Guard motor protection prevents dry starting. 14 fluid ounces. Label. Appl. author: Harold Clarence Roberts. © 1Jan50; KK93623.
Guard motor tune-up. 14 fluid ounces. Label. Appl. author: Harold Clarence Roberts. © 1Jan50; KK93624.

GUARDIAN FEDERAL SAVINGS AND LOAN ASSOCIATION. ©
The Carillon bells of Guardian Federal ring out in a salute to faith. (Salute to faith, no. 1) (In the Washington post, Washington, D. C., Mar. 14, 1954, p. 8M) © 14Mar54; KK94530.

This Sunday, Calvary Lutheran Church of Silver Spring. (Salute to faith, no. 3) (In Washington post & times herald, Mar 27, 1954, p. 2) © 27Mar54; KK94846.

This Sunday the bells are ringing for St. Camillus Church of Silver Spring. (Salute to faith, no. 2) (In the Evening star, Washington, D. C., Mar. 19, 1954, p. A-28) © 19Mar54; KK94666.

This Sunday the bells are ringing for Temple Emanuel of Silver Spring. (Salute to faith, no. 4) (In the Evening star, Washington, D. C., Apr. 4, 1954, p. A-36) © 4Apr54; KK95427.

This Sunday the bells are ringing for the Church of St. John the Evangelist of Silver Spring. (Salute to faith, no. 5) (In the Washington post & times herald, Washington, D. C., Apr. 11, 1954, p. 16C) © 11Apr54; KK95428.

GUARDIAN SAVINGS AND LOAN ASSOCIATION. ©

Now Guardian gives you something extra. The new sensational exclusive Guardian \$1,000 Sav-Ins Plan. (In Northwest record) Appl. author: Simons-Michelson Co. © 15Apr54; KK96007.

GUARDIAN STAIN AND SPECIALTY COMPANY. ©
Guardian shingle stain. (Paint) Label. Appl. author: S. G. Mantel. © 1Mar54; KK94108.

GUIBERSON CORPORATION. ©
Better open hole testing with Guiberson BT rubber assemblies. Folder. Appl. author: Thomas Belmont Losey, Jr. © 5Mar54; KK94830.

GUILLE (WALTER J.) INC. ©
Children's summer garden. (Horticulture) Label. Appl. author: Gilbert J. Guille. © 10Feb54; KK93614.

H

HADLEY (CHARLES R.) COMPANY. ©
43 years of know-how ... This is a Hadley Uni-Sort edge-punched card. (In Business week, Mar. 21, 1953, p. 109) Appl. author: The Perrett Co. © 21Mar53; KK96858.

HAGER (C.) AND SONS HINGE MANUFACTURING COMPANY. ©
Here it is. Hager's new, larger line of forged iron hardware. Folder. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 31Dec53; KK94164.

HALE COMPANY. ©
And they lived happily ever after. (Houses) (In Independent press telegram, Long Beach, Calif.) © 21Feb54; KK94172.

HALIL, MUSTAFA. ©
Florida water for after shave, after bath. Label. © 10Oct53; KK95025.

HALL BAKING COMPANY. ©
Home Pride enriched bread. Weight 1 lb. 1 oz. Label. © 7May54; KK96777.

HALL LABORATORIES, INC. ©
Boiler water. Hall Plant-Wide Water Service, boiler water conditioning ... 6 p. © 25Feb54; KK94084.

Chemical control and testing. Hall Plant-Wide Water Service, boiler water conditioning ... 5 p. © 22Feb54; KK94092.

Condensate corrosion. Hall Plant-Wide Water Service, boiler water conditioning ... 3 p. © 25Feb54; KK94085.

Cooling water. Hall Plant-Wide Water Service, boiler water conditioning ... 5 p. © 19Feb54; KK94086.

Feeding of chemicals. Hall Plant-Wide Water Service, boiler water conditioning ... 5 p. © 19Feb54; KK94087.

Keeping equipment clean. Hall Plant-Wide Water Service, boiler water conditioning ... 5 p. © 22Feb54; KK94093.

Laying-up equipment. Hall Plant-Wide Water Service, boiler water conditioning ... 4 p. © 27Jan54 (in notice: 1953); KK94083.

Sources of water. Hall Plant-Wide Water Service, boiler water conditioning ... 5 p. © 8Feb54; KK94089.

HALL LABORATORIES, INC. Cont'd.

Steam purity. Hall Plant-Wide Water Service, boiler water conditioning ... 5 p. © 8Feb54; KK94091.

Water in process use. Hall Plant-Wide Water Service, boiler water conditioning ... 5 p. © 8Feb54; KK94090.

What is Hall Laboratories? Hall Plant-Wide Water Service, boiler water conditioning ... 10 p. © 24Feb54; KK94088.

HALLICK-VAUGHN COMPANY. ©

Craft-O-Mania Christmas angel kit no. 1. (Make-it-yourself kits) Label. © 9Mar54; KK94857.

Craft-O-Mania Christmas angel kit no. 3. (Make-it-yourself kits) Label. © 9Mar54; KK94856.

HALLMARK CARDS, INC. ©

New twist on an old custom. Colorful, ready-to-make Hallmark May baskets. [Joanne Henderson & other children] (In Life, Apr. 12, 1954, p. 16-17) Appl. author: John O. Cook. © 9Apr54; KK95693.

HAMILTON, HOMER E., sole owner HAMILTON MEAT COMPANY. SEE Hamilton Meat Company.

HAMILTON MANUFACTURING COMPANY.

Millions of American women have quit working on washday, why don't you? Hamilton automatic washers and automatic dryers. (In Better homes & gardens, Mar. 1954, p. 212) Appl. author: The Brady Co. © Home Appliance Div., Hamilton Mfg. Co.; 25Feb54; KK94171.

HAMILTON MANUFACTURING CORPORATION. ©

Ask for any of these Cosco stools, chairs, tables. Streamer. © 27Jan54; KK93842.

Baby could hardly be safer in your own arms. Cosco Feed-N-Play table. (In Congratulations, Apr. 1954, p. 47) © 1Apr54; KK95583.

The best buy in office chairs is Cosco. Poster. © 17May54; KK97448.

Cosco bath stool, utility stool. Sheet. © 16Apr54; KK95584.

Cosco for '54. (Stools, tables & chairs) Folder. © 19Feb54; KK94352.

Cosco office chairs hold the value lead. Poster. © 5May54; KK97449.

New display stand for Cosco fashionfold chairs and tables. Sheet. © 14May54; KK96430.

New Styleaire stools and tables. Cosco. (In Premium practice, Apr. 1954, p. 24) © 1Apr54; KK95553.

Price bulletin for Cosco fashionfold chairs and tables. February 1, 1954. Sheet. © 14Jan54; KK93844.

Price bulletin for Cosco juvenile furniture. February 1, 1954. Sheet. © 14Jan54; KK93843.

Price bulletin for Cosco stools and tables. February 1, 1954. Sheet. © 14Jan54; KK93845.

See what Cosco has in our store for you. (Office chairs) Sheet. © 17May54; KK97455.

Sold exclusively through house-to-house installment companies. Modernette metal household furniture. Sheet. © 15Feb54; KK93887.

We'll make an Indian out of you with our Cosco step stool spring promotion. Folder. © 22Mar54; KK95006.

HAMILTON MEAT COMPANY.

Smoky Mountain brand hickory smoked ham. Label. © Homer E. Hamilton, sole owner Hamilton Meat Co.; 3Dec53; KK94763.

HAMILTON WATCH COMPANY. ©

A gallery of spring gift occasions. Folder. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 3May54; KK96003.

HAMMOND ORGAN COMPANY. ©

A businessman, a housewife, and a symphony conductor talk about the most exciting thing they own. (In the Saturday evening post, Feb. 13, 1954, p. 53) Appl. author: Young & Rubicam, inc. © 10Feb54; KK94953.

Church choir directors. A good choir deserves appropriate accompaniment. (In Town journal, Nov. 1953, p. 73) Appl. author: Young & Rubicam, inc. © 19Oct53; KK94443.

Church organists. Before another year passes you can be playing ... (In Pathfinder, Mar. 1954, p. 45) Appl. author: Young & Rubicam, inc. © 23Feb54; KK96025.

For all to play, the family gift you'll share a lifetime. The Hammond chord organ. (In Coronet, Nov. 1953, p. 28-29) Appl. author: Young & Rubicam, inc. © 23Oct53; KK94445.

For all to play, the family gift you'll share a lifetime. The Hammond chord organ. (In Farm journal, Nov. 1953, p. 125) Appl. author: Young & Rubicam, inc. © 12Oct53; KK94936.

Hear its rich voices, then play it in half an hour. (In Coronet, Feb. 1954, p. 2-3) Appl. author: Young & Rubicam, inc. © 22Jan54; KK94448.

Helpful information for church treasurers. Who knows where the money goes better than you do? (In Town journal (Pathfinder) Dec. 1953, p. 36) Appl. author: Young & Rubicam, inc. © 23Nov53; KK92952.

If you're still waiting, read this. (In the Saturday evening post, Mar. 13, 1954, p. 95) Appl. author: Young & Rubicam, inc. © 10Mar54; KK96026.

It says flattering things about you. (In the Saturday evening post, Oct. 17, 1953, p. 143) Appl. author: Young & Rubicam, inc. © 14Oct53; KK93055.

Never played before? The Hammond chord organ. (In Coronet, Mar. 1954, p. 10-11) Appl. author: Young & Rubicam, inc. © 24Feb54; KK96023.

She hated to practice, till we gave her a Solovox. (In Life, Dec. 7, 1953, p. 175) Appl. author: Young & Rubicam, inc. © 4Dec53; KK94449.

They'll beg for more when you play the Solovox. (In Life, Oct. 26, 1953, p. 181) Appl. author: Young & Rubicam, inc. © 23Oct53; KK94444.

What happens here can enrich your life. You notice the change when the Hammond organ comes into your life. (In the Saturday evening

post, Sept. 12, 1953, p. 71) Appl. author: Young & Rubicam, inc. © 9Sep53; KK94952.

Whether you play a little or not at all ... The Hammond chord organ. (In Look, Mar. 23, 1954, p. 9) Appl. author: Young & Rubicam, inc. © 9Mar54; KK96024.

Why do more churches choose the Hammond organ than any other comparable instrument? [8 people entering church] (In Christian herald, Dec. 1953, p. 43) Appl. author: Young & Rubicam, inc. © 25Nov53; KK92951.

Why do more churches choose the Hammond organ than any other comparable instrument? [Full length view of church] (In Christian herald, Oct. 1953, p. 41) Appl. author: Young & Rubicam, inc. © 25Sep53; KK93056.

Why do more churches choose the Hammond organ than any other comparable instrument? [Interior church scene] (In Extension, Oct. 1953, p. 29) Appl. author: Young & Rubicam, inc. © 10Sep53; KK93057.

Why do more churches choose the Hammond organ than any other comparable instrument? [Outside view of church] (In Christian life, Jan. 1954, p. 5) Appl. author: Young & Rubicam, inc. © 15Dec53; KK94447.

Why do more churches choose the Hammond organ than any other comparable instrument? [Priest in pulpit praying] (In Extension, Jan. 1954, p. 23) Appl. author: Young & Rubicam, inc. © 10Dec53; KK94446.

Why do more churches choose the Hammond organ than any other comparable instrument? [Small view of church] (In Christian herald, Nov. 1953, p. 31) Appl. author: Young & Rubicam, inc. © 25Oct53; KK93053.

Why do more churches choose the Hammond organ than any other comparable instrument? [10 people entering church] (In Extension, Dec. 1953, p. 9) Appl. author: Young & Rubicam, inc. © 10Nov53; KK92950.

Will you waste another evening tonight? How much longer are you going to live with that vague discontented feeling ... (In the Saturday evening post, Oct. 3, 1953, p. 155) Appl. author: Young & Rubicam, inc. © 30Sep53; KK93054.

You'll marvel at the way you can play. Solovox. (In Coronet, Sept. 1953, p. 159) Appl. author: Young & Rubicam, inc. © Hammond Instrument Co.; 21Aug53; KK94442.

HANKS, ROSE MARIE. ©

Bet'r Cleaners welcomes you to Decatur. Card. © 31Dec52; KK92526.

Black & Co. hardware. Card. © 31Dec52; KK92541.

Block & Kuhl Company, your friendly department store, welcomes you to Decatur. (Dry goods) Card. © 31Dec52; KK92536.

Complete automotive service, general repairs and motor tune-up. Century Automotive Service, inc. Card. © 31Dec52; KK92529.

Creighton's, diamonds, watches, silverware. Card. © 31Dec52; KK92538.

Decatur drive in and outdoor theatres. (Entertainment & food) Card. © 31Dec52; KK92539.

Drive out to Snyder's pet shop. Card. © 31Dec52; KK92532.

Johnson's pastry shop welcomes you to Decatur. Card. © 31Dec52; KK92540.

Laundrette, self-service laundry. Card. © 31Dec52; KK92525.

Modern Home Cleaners, complete home and commercial cleaning. Card. © 31Dec52; KK92542.

Munson service station. Card. © 31Dec53; KK92535.

The new vogue in flowers. Barger's Floral Service. Card. © 31Dec52; KK92533.

Pop Corn Shop. Home-made candies. Card. © 31Dec52; KK92530.

Raupp's shoes. Raupp & Son. Card. © 31Dec52; KK92537.

Romano's Starlite Inn. Complete drive-in service. Liquor, beer, wine. Card. © 31Dec52; KK92528.

Snack Shop. (Meats, groceries, bakery goods) Card. © 31Dec52; KK92531.

Spicer Music Box. Accordion studios our specialty. Card. © 31Dec53; KK92534.

Welcome newcomer to Clark's Super-Gas. (Auto accessories) Card. © 31Dec52; KK92527.

HANNAY (CLIFFORD B.) AND SON, INC. © Conversion kits, for converting hand wind [hose] reels to electric drive. Sheet. Appl. author: Hevenor Advertising Agency, inc. © 7Apr54; KK95612.

For LPG service with explosion-proof electric motor. Hannay hose reels. Sheet. Appl. author: Hevenor Advertising Agency, inc. © 7Apr54; KK95613.

Hannay hose reels set new standards in safety, economy and efficiency. Sheet. Appl. author: Hevenor Advertising Agency, inc. © 15Apr54; KK95614.

Hannay hose reels with explosion-proof motor, safe, efficient, completely dependable. (In LP-gas, June 1954, p. 85) Appl. author: Hevenor Advertising Agency, inc. © 1Jun54; KK97032.

The one hose reel that has set new standards in efficiency, economy and safety. (In National petroleum news, Apr. 28, 1954, p. 4 of cover) Appl. author: Hevenor Advertising Agency, inc. © 28Apr54; KK96061.

Speeds up deliveries, that's what I like about Hannay hose reels, says Frank Stevens. (In National petroleum news) Appl. author: Hevenor Advertising Agency, inc. © 23Jun54; KK97714.

HAPPY HOMER, INC. © Happy Homer. (Houses & equipment) Sheet. Appl. author: Robert W. Holmquist. © 1May54; KK96140.

HARDY, JOSEPH N., sole owner CHEF AID. SEE Chef Aid.

HARDY, STANLEY CLIVE, d.b.a. AUTO-JET FIRE CONTROL COMPANY. SEE Auto-Jet Fire Control Company.

HARETT-GILMAR, INC. © Traffic Jam. (Game) Label. Appl. author: Martin H. Lewis. © 15Apr54; KK96509.

Treasure Island, a game based on the famous book by Robert Louis Stevenson. Label. Appl. author: Gilbert S. Felsenthal. © 1Apr54; KK96508.

Wiry Dan's adventures of Pinocchio, an electric game. No. 619. Label. Appl. author: Martin H. Lewis. © 1Mar54; KK94701.

HARMAN PROCESS COMPANY. © Harman Chain Lock, the original patented cold-locking casting repair method ... Pamphlet. Appl. author: Richard W. Mithoff. © 24Jun54; KK97627.

HARRISS (LLOYD J.) PIE COMPANY. © Apple pie. Net weight 1 pound-8 ounces. Label. © 18Sep53; KK94833.

Blueberry pie. Net weight 1 pound-8 ounces. Label. © 18Sep53; KK94832.

Cherry pie. Net weight 1 pound-8 ounces. Label. © 18Sep53; KK94831.

HART, H. Gun dogs, America's favorites as selected by Joe Stetson. SEE Eastern Corporation.

HARTONE HOSIERY COMPANY. © Dilettante stockings, emblem of excellence. Label. Appl. author: Harvey Silverston. © 8Apr54; KK95640.

HATHAWAY BAKERIES, INC. © Know your history. Portraits of famous events in American history, series no. II. Life enriched bread. Pamphlet. © 28Sep53; KK92718.

HAYNES MILLING COMPANY, INC. © State Pilot pennant winning feeds. 50 lbs. net. Label. Appl. author: Neil E. Altekruze. © 15Mar54; KK96690.

HEARTHSIDE CLASS. © If you drive a car ... D L C, a new approach to the golden rule. (Automobile dash or instrument panel) Label. Appl. author: Walter F. Lake. © 13Mar54; KK96419.

HEATILATOR, INC. © Plan a useful basement. The new Heatilator Service-way ... Folder. Appl. author: Warren Keeler Vieth. Appl. states prev. reg. KK87489. NM: "Complete revision of catalog." © 7Jan54; KK92793.

HECO ENVELOPE COMPANY. © New man on the job. Mr. Envelope. © 15Mar54; KK94702.

HEIDELBERG BREWING COMPANY. © What's the good word? cColorful full length figure in uniform (In Seattle post-intelligencer, June 1, 1954, p. 30) © 1Jun54; KK97031.

What's the good word? cHead and shoulder figure in uniform (In Ellensburg record, Ellensburg, Wash., Jan. 18, 1954, p. 8) © 18Jan54; KK92915.

HEILEMAN (G.) BREWING COMPANY. © Aged far, far longer than any other premium beer. Heileman's Old Style lager. (In the Gary post-tribune, May 12, 1954, p. 40) Appl. author: Leo Burnett Co., inc. © G. Heileman Co.; 12May54; KK97514.

Ask for the beer of the Grenadier. Aged far, far longer than any other premium beer. Heileman's Old Style lager. (In Chicago daily tribune, Apr. 20, 1954, p. 20) Appl. author: Leo Burnett Co., inc. © 20Apr54; KK96846.

Because beer that's aged longer tastes better. Aged far, far longer than any other premium beer. Heileman's Old Style lager. [3 circles & bottle] (In the Gary post-tribune, May 26, 1954, p. 34) Appl. author: Leo Burnett Co., inc. © 26May54; KK96956.

Correction, let's set the record straight. Heileman's Old Style lager. (In Chicago daily tribune, Feb. 20, 1954, p. 3) Appl. author: Leo Burnett Co., inc. © 20Feb54; KK95053.

A special brew for a special few. Heileman's special export beer. [Bottle & globe] (In the Milwaukee journal, Apr. 27, 1954, p. 19) Appl. author: Leo Burnett Co., inc. © 27Apr54; KK96954.

A special brew for a special few. Heileman's special export beer. [Bottle on ship] (In the Milwaukee journal, Apr. 13, 1954, p. 19) Appl. author: Leo Burnett Co., inc. © 13Apr54; KK96957.

A special brew for a special few. Heileman's special export beer. [Bottle, ship & globe] (In the Milwaukee journal, Apr. 6, 1954, p. 18) Appl. author: Leo Burnett Co., inc. © 6Apr54; KK96958.

A special brew for a special few. Heileman's special export beer. [Ship; bottle floating in water] (In the Milwaukee journal, May 4, 1954, p. 16) Appl. author: Leo Burnett Co., inc. © 4May54; KK96955.

Taste the difference time makes. Aged far, far longer than any other premium beer. You'll taste the difference time makes in Heileman's Old Style lager. (In Chicago daily tribune, Mar. 16, 1954, p. 16) Appl. author: Leo Burnett Co., inc. © 16Mar54; KK95054.

Taste the difference time makes. Heileman's Old Style lager. Chances are that you, the reader ... (In Chicago daily tribune, Feb. 24, 1954, p. 14) Appl. author: Leo Burnett Co., inc. © 24Feb54; KK95055.

Taste the difference time makes. Heileman's Old Style lager junior. [3 circles & bottle] (In Chicago daily tribune, May 18, 1954, p. 5) Appl. author: Leo Burnett Co., inc. © 18May54; KK96844.

Taste the difference time makes. Heileman's Old Style lager junior. [2 beer steins & bottle] (In Chicago daily tribune, Apr. 27, 1954, p. 3) Appl. author: Leo Burnett Co., inc. © 27Apr54; KK96845.

HEINN COMPANY. © Sales costs are like golf scores, the lower the better. (Loose-leaf binders) Folder. Appl. author: Paulson-Gerlach & Associates, inc. © 11May54; KK96724.

A sales tip for you, cutting waste motion is essential to progress. (Loose-leaf binders) Folder. Appl. author: Paulson-Gerlach & Associates, inc. © 5Apr54; KK95292.

HELI-COIL CORPORATION. ©

The Heli-Call, a publication devoted to the new technique in thread engineering. Folder. Appl. author: Elmer Gischel.
May 1953. © 1May53; KK93118.
Aug. 1953. © 1Aug53; KK93119.
Nov. 1953. © 1Nov53; KK93120.

HELLER-DELTAH COMPANY, INC. ©

She'll wear her veil once, her cultured pearls forever. La Tausca. (In the Bride's magazine, winter 1952, p. 68) Appl. author: Irving Berk Co., inc. © 15Oct52; KK92821.

HENDRY (C. J.) COMPANY. ©

1954 tide graphs and other marine data. San Francisco. 60 p. Appl. author: Conley, Baltzer, Pettler & Steward. © 28Dec53 (in notice: 1954); KK92878.

1954 tide graphs and other marine data. San Pedro. 60 p. Appl. author: Conley, Baltzer, Pettler & Steward. © 28Dec53 (in notice: 1954); KK94538.

HENRY, EDITH. ©

Wonderful new Whis-purrs. (Shoes) © 25Feb54; KK94241.

HEPWORTH MACHINE COMPANY, INC. ©

Belt drive centrifugals. Bulletin 524. Folder. © 5May52; KK94754.

Centrifugas accionadas por motor electrico. Boletin 511 S. Folder. © 8Feb54; KK96169.

22" x 44" extension spinning lathe. Repair part sheet. © 14Jun54; KK97526.

HERCULES POWDER COMPANY. ©

Hercules DMT dimethyl terephthalate. (Acid) Folder. Appl. author: Oscar A. Pickett. © 22Apr54; KK95849.

LacQuotes, published in the interest of quality lacquers. Folder. Appl. author: Evelyn S. Reinhardt. Jan. 1954. © 15Jan54; KK93943.
Apr. 1954. © 7May54; KK96301.

News about Toxaphene in Mississippi. (Insecticide) Folder. Appl. author: Edwin H. Ginn. June 1954. © 2Jun54; KK97060.

News about Toxaphene in the Rio Grande valley. (Insecticide) Folder. Appl. author: Edwin H. Ginn. Oct. 31, 1953. © 31Oct53; KK92409.

Dec. 1953. © 1Dec53; KK92816.

Mar. 1954. © 11Mar54; KK95546.

Overseas with Hercules. (Pentaerythritol & Parlon) Folder. Appl. author: Evelyn S. Reinhardt. Dec. 1953. © 1Dec53; KK92410.

Mar. 1954. © 1Mar54; KK94638.

June 1954. © 15Jun54; KK97414.

Syntips, for users of Hercules synthetics products. Folder. Appl. author: Evelyn S. Reinhardt. Apr. 1954. © 28Apr54; KK96063.

Toxaphene dusts, sprays, control enemies of cotton. (Insecticide) Sheet. Appl. author: Edwin H. Ginn. © 15Feb54; KK94237.

Toxaphene news digest. (Insecticide) Sheet. Appl. author: Edwin H. Ginn. May 1954. © 25Apr54; KK96848.
June 1954. © 25May54; KK96849.

Toxaphene quick kill, for armyworms, cutworms. Folder. Appl. author: Edwin H. Ginn. © 3Feb54; KK93942.

HERRING, ETTA M., MARK HERRING, JOHN SIMONE AND JENNIE SIMONE, forming the partnership HOME BINGO COMPANY. SEE Home Bingo Company.

HERRING, MARK, ETTA M. HERRING, JOHN SIMONE AND JENNIE SIMONE, forming the partnership HOME BINGO COMPANY. SEE Home Bingo Company.

HETRIX, FIRM.

How to make Hippety-Hoppy walk, dance and play Flip Me In. (Toy) Sheet. Appl. author: Richard M. Hetrick. © Hetrix; 18Mar54; KK94607.

HEYER CORPORATION. ©

Heyer duplicators and supplies. Folder. © 15Apr54; KK95814.
Ideal duplicator. Label. © 11May54; KK96591.

HICKOK MANUFACTURING COMPANY.

Back to business? Back to school?

Hickok fall round-up. (Belts, wallets, tie bars & links, accessories) (In Look, Sept. 8, 1953, p. 11) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 25Aug53; KK93415.

For the first time in 500 years ... Florentones by Hickok. (Belts) (In Collier's, Nov. 27, 1953, p. 105) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co.; 27Nov53; KK93417.

A gallery of sports jewelry, by Hickok. (In Look, Oct. 20, 1953) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 6Oct53; KK93416.

Hickok gift of the month. Sports jewelry. (In Quick, May 18, 1953) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 18May53; KK93414.

The one, the only, the original ... Hickok Christmas gift show. (Men's accessories) (In Town & country, Dec 1953) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 30Nov53; KK93418.

What in the world shall we give him? Hickok Bermuda, America's most popular sports belt. (In Collier's) Appl. author: Kastor, Farrell, Chesley & Clifford, inc. © Hickok Mfg. Co., a.k.a. Hickok; 14May54; KK97387.

What in the world shall we give him? Hickok Door Knocker jewelry in color. (In Esquire, Mar. 1954, p. 30) Appl. author: Kastor, Farrell, Chesley & Clifford, inc. © Hickok Mfg. Co., a.k.a. Hickok; 10Feb54; KK96339.

What in the world shall we give him? Hickok Florentones. (Men's belts) (In Collier's, Apr. 30, 1954, p. 61) Appl. author: Kastor, Farrell, Chesley & Clifford, inc. © Hickok Mfg. Co., a.k.a. Hickok; 16Apr54; KK96341.

What in the world shall we give him? Hickok gift show. (Men's belts, jewelry & accessories) (In Look, June 15, 1954, p. 26-27) Appl. author: Kastor, Farrell, Chesley & Clifford, inc. © Hickok Mfg. Co., a.k.a. Hickok; 1Jun54; KK97389.

What in the world shall we give him? Hickok suedes in a world of color for spring. (In Holiday, Apr. 1954, p. 74) Appl. title: Suede belts. Appl. author: Kastor, Farrell, Chesley & Clifford, inc.

© Hickok Mfg. Co., a.k.a. Hickok; 19Mar54; KK97388.

What in the world shall we give him? Monte Carlo cuff links and tie bars. (In Collier's, Apr. 30, 1954, p. 60) Appl. author: Kastor, Farrell, Chesley & Clifford, inc. © Hickok Mfg. Co., a.k.a. Hickok; 16Apr54; KK96340.

What in the world shall we give him? New Hickok Bola tie. (In the Saturday evening post, May 29, 1954, p. 105) Appl. author: Kastor, Farrell, Chesley & Clifford, inc. © Hickok Mfg. Co., a.k.a. Hickok; 26May54; KK97386.

HIGH PRESSURE EQUIPMENT COMPANY.

New midget valves, for 1/16" and 1/8" tubing. (Research equipment) Folder. © W. Derrick Johnston, d.b.a. High Pressure Equipment Co.; 1Dec53; KK92607.

HILBORN-HAMBURGER, INC. ©

Authentic ribbon bars of the U. S. Armed Forces. Sheet. Appl. author: Jerome M. Hamburger. © 4Jan54; KK92636.

HILLS BROTHERS COFFEE, INC. ©

Cup after cup after cup ... pound after pound after pound ... you can count on Hills Bros. never-changing goodness. [Lettering & coffee can] (In Defender) Appl. author: N. W. Ayer & Son, inc. © 15Oct53; KK94510.

Cup after cup, pound after pound, you can count on Hills Bros. never-changing goodness. [12 cups & coffee can] (In Joplin globe) Appl. author: N. W. Ayer & Son, inc. © 30Oct53; KK94511.

Day after day, cup after cup, pound after pound, you can count on Hills Bros. never-changing goodness. (In San Francisco examiner) Appl. author: N. W. Ayer & Son, inc. © 5Nov53; KK94508.

Hills Bros. announces an extraordinary new type of coffee promotion. Free, this new Hills Bros. coffee-guide. (In Pacific Coast review) Appl. author: N. W. Ayer & Son, inc. © 1Sep53; KK94512.

Hills Bros. constant advertising about constant quality ... (In California grocers advocate, Sept. 18, 1953, p. 41) Appl. author: N. W. Ayer & Son, inc. © 18Sep53; KK94507.

Pound after pound after pound after pound, you can count on Hills Bros. never-changing goodness. (In Riverside daily press) Appl. author: N. W. Ayer & Son, inc. © 30Sep53; KK94509.

HILTON SEAFOODS COMPANY. ©

Delicious fancy choice select oysters. Contents 10 1/2 oz. Label. Appl. author: Vernon B. Hunt. © 4Mar54; KK97581.

HINES (DUNCAN) INSTITUTE, INC. ©

Duncan Hines says: Here is my favorite meal from Ox Yoke Inn, Amara, Iowa. (Flour) Folder. Appl. author: Roy Hampton Park. © 1Feb54; KK94501.

Duncan Hines says: Here's my favorite meal from Goldsmith's restaurant, Memphis, Tennessee. (Flour) Folder. Appl. author: Roy Hampton Park. © 1Feb54; KK93640.

Duncan Hines says: Here's my favorite meal from Miss Hulling's Cafeterias, St. Louis, Missouri. (Flour) Folder. Appl. author: Roy Hampton Park. © 15Apr54; KK95868.

- HINES-PARK FOODS, INC. ©**
Duncan Hines says: Here's my favorite meal from Stone's restaurant, Marshalltown, Iowa. (Flour) Folder. Appl. author: Roy Hampton Park. © 1Sep53; KK92387.
- Duncan Hines says: Here's one of my favorite meals from McDonald tea-room, Gallatin, Missouri. (Flour) Folder. Appl. author: Roy Hampton Park. © 1Sep53; KK92388.
- HINSEN, R. C. ©**
Flowery tubes. (Plastic tubes for making artificial flowers) Card. © 21Dec53; KK93357.
- HIRSCH (B. F.) INC. ©**
Wedding ring masterpieces, bridal ring masterpieces. Sheet. Appl. author: Arthur M. Buxbaum. © 21May54; KK96898.
- HOAGUE-SPRAGUE CORPORATION. ©**
Circus Tot. C 297 AB. (Shoe boxes) Label. © 13Apr54; KK95536.
- Dixie fashions. D 122 B. (Shoe boxes) Label. © 16Jun54; KK97607.
- Float-alongs by Kipling. F 1421 A. (Shoe boxes) Label. © 15Jan54; KK92924.
- The Giant work shoe. G893. (Shoe boxes) Label. © 4Mar54; KK94242.
- Goddess, the shoe with the heavenly fit. G 118 AB. (Shoe boxes) Label. © 7Jun54; KK97208.
- Kiddies Capers, by Highland. K 133 B. (Shoe boxes) Label. © 10Jun54; KK97373.
- Moc-A-Hops. M 352 AB. (Shoe boxes) Label. © 3Feb54; KK93553.
- Party Timers. P 1736. (Shoe boxes) Label. © 19Jan54; KK93435.
- Pretties. P 212 AB. (Shoe boxes) Label. © 11Jun54; KK97374.
- Red Robins, by Caribe. R 142 AB. (Shoe boxes) Label. © 19Mar54; KK94861.
- Rockettes. R 145 AB. (Shoe boxes) Label. © 16Jun54; KK97606.
- The Serval shoe. S 3101 A. (Shoe boxes) Label. © 19Mar54; KK94655.
- Shillelagh. S 630 AB. (Shoe boxes) Label. © 7Apr54; KK95327.
- Soft Step originals. S 634 AB. (Shoe boxes) Label. © 3Jun54; KK97187.
- Southern Miss. S 628 B. (Shoe boxes) Label. © 19Mar54; KK94778.
- Thomasettis. T 133 AB. (Shoe boxes) Label. © 19May54; KK96674.
- Virginia Bond shoes. V 66 AB. (Shoe boxes) Label. © 17Jun54; KK97620.
- HOBBY JEWELERS' SUPPLY COMPANY, INC. ©**
Everything for the handicraft jeweler. Wholesale price list, February 1, 1954. Sheet. © 19Feb54; KK93770.
- HODGE, CHARLES V., sole owner HODGE CHEMICAL COMPANY. SEE Hodge Chemical Company.**
- HODGE CHEMICAL COMPANY.**
Pixol pine oil disinfectant. Label. © Hodge Chemical Co., Charles V. Hodge, sole owner; 25Jan54; KK94080.
- Waxwell, quick drying, self-polishing floor wax. Label. © Charles V. Hodge, d.b.a. Hodge Chemical Co.; 3Jan54; KK93653.
- HODGSON (E. F.) COMPANY, INC. ©**
Hodgson [prefabricated] houses. 16 p. Appl. author: Kenneth Woodman Spalding. © 1Apr54; KK96455.
- HOFFMAN (H. LEE) INC. ©**
Save today & every payday at the Savings Center. Baltimore Federal Savings & Loan Association. (In the Sun, Baltimore, Jan. 4, 1954, p. 7) Appl. author: H. Lee Hoffman. © 4Jan54; KK95251.
- The Savings Center with 90,866 branches. Baltimore Federal Savings & Loan Association. (In Sunday sun magazine, p. 11) Appl. author: H. Lee Hoffman. © 3Jan54; KK95250.
- HOFFMAN BEVERAGE COMPANY. ©**
Hoffman streamline non fattening pale dry ginger. Contents 1 pt. 13 fl. ozs. (Soft drink) Label. © 2Feb54; KK93712.
- Los más finos de Nueva York, los favoritos de Nueva York. Refrescos de calidad Hoffman. (Orange soda) (In El Diario de Nueva York, May 19, 1954, p. 10) Appl. author: Warwick & Legler, inc. © 19May54; KK97383.
- New Hoffman Streamline, positively non-fattening. (In Poughkeepsie New Yorker, Poughkeepsie, N. Y., Feb. 17, 1954, p. 14) Appl. author: Warwick & Legler, inc. © 17Feb54; KK94796.
- Now, Hoffman quality beverages give you your choice. (In New Yorker, Poughkeepsie, N. Y., Mar. 10, 1954, p. 21) Appl. author: Warwick & Legler, inc. © 10Mar54; KK96422.
- Please note, Hoffman quality beverages are among the many fine drinks delivered to your local store ... (In Trentonian, Trenton, Oct. 24, 1953, p. 12) Appl. author: Warwick & Legler, inc. © 24Oct53; KK94794.
- HOFFMANN, AUGUSTE. ©**
Best buy, Chumme ash tray. Sheet. © 18Mar54; KK94816.
- HOGAN-SPARBER PRODUCTS COMPANY. ©**
Jr. Contractor set, an educational building toy. Over 100 pieces. Label. Appl. author: Western Paper Box Co. © 9Feb54; KK94230.
- HOLLAND (REGINALD H.) INC. ©**
Before recorded history, Dr. Saxe. (Vitamin pills) Sheet. © 25Jan54; KK93162.
- Dr. Saxe, the antagonists are known. (Vitamin pills) Sheet. © 11Jan54; KK92695.
- Dr. Saxe, we have to grow old. (Vitamin pills) Sheet. © 3May54; KK96064.
- Dr. Saxe: You're looking at a tooth ... (Plastic dentures) Sheet. © 20Jan54; KK93163.
- Endless experiments, Dr. Saxe. (Vitamin pills) Sheet. © 5Apr54; KK95591.
- It's still a mystery, Dr. Saxe. (Vitamin pills) Sheet. © 8Mar54; KK94622.
- Let's look at the bee, Dr. Saxe. (Vitamin pills) Sheet. Appl. author: Reginald H. Holland. © 19Apr54; KK95429.
- Marine life, Dr. Saxe. (Vitamin pills) Sheet. © 23Feb54; KK94003.
- Mr. Saxe, there's a difference. (Vitamin pills) Sheet. © 8Feb54; KK93449.
- Scientific proof, Dr. Saxe. (Vitamin pills) Sheet. © 21Jun54; KK97551.
- A study in growth, Dr. Saxe. (Vitamin pills) Sheet. © 22Mar54; KK94621.
- There's no need to shout, Dr. Saxe. (Plastic teeth) Sheet. © 22Feb54; KK93908.
- You'll recognize these, Dr. Saxe. (Vitamin pills) Sheet. © 24May54; KK96936.
- HOLLISTER, HARRY H. ©**
It starts today, and it's all for free. Tangle brands puzzle no. 1. (Newspaper promotion) (In Oregon journal, Portland, Or., Jan. 7, 1954, p. 13) © 7Jan54; KK92789.
- A state is born. Oregon Tangle Towns puzzle no. 1. (Newspaper promotion) (In Oregon journal, Portland, Or., Apr. 11, 1954, p. 17) © 11Apr54; KK95513.
- HOLLYWOOD DEEP TONE MANUFACTURING COMPANY. ©**
Hollywood Deep Tone. (Mufflers, head pipes, exhaust pipe extensions & exhaust manifold headers) Label. © 14Jun50; KK93372.
- HOLMES AND EDWARDS DIVISION, INTERNATIONAL SILVER COMPANY. SEE International Silver Company.**
- HOLSUM BAKERY COMPANY. ©**
Wanted. Amsome Bamboozler is wanted for foodfaddism ... Sheet. © 25Mar54; KK96120.
- HOLSUM UNIFIED BAKERS. ©**
Get tissue-building protein in delicious roast pork. Holsum bread with roast pork, here's a perfect pair. (In the Decatur review, Apr. 22, 1954, p. 15) Appl. author: William Lee Goodman, Jr. © 22Apr54; KK97044.
- Hearty ham loaf gives you protein for pep and energy. Holsum bread. (In the Decatur review, Jan. 29, 1954, p. 12) Appl. author: William Lee Goodman, Jr. © 29Jan54; KK97043.
- Holsum raisin bread. 1 lb. net weight. cellophane wrapper; orange, yellow & blue Label. Appl. author: The W. E. Long Co. © 5Nov52; KK96136.
- Holsum sandwich buns. 8 buns. cBun tray; orange, yellow & blue Label. Appl. author: The W. E. Long Co. © 8May53; KK96137.
- Hot french toast is a welcome breakfast treat. Holsum bread. (In St. Petersburg times, Mar. 2, 1954, p. 4) Appl. author: William Lee Goodman, Jr. © 2Mar54; KK95884.
- Jams, jellies and honey are delicious breakfast treats. Holsum bread. (In the Arizona republic, Phoenix, Ariz., Feb. 19, 1954, p. 36) Appl. author: William Lee Goodman, Jr. © 19Feb54; KK95880.
- Pot roast is hearty protein food. Holsum bread. (In Miami daily news, Jan. 21, 1954, p. 13C) Appl. author: William Lee Goodman, Jr. © 21Jan54; KK95887.
- Serve beef stew for vitamins and minerals galore. Holsum bread. (In the Florida sun, Miami Beach, Jan. 21, 1954, p. 8A) Appl. author: William Lee Goodman, Jr. © 21Jan54; KK95885.

HOLSUM UNIFIED BAKERS. Cont'd.

Serve it with Holsum. Hamburger on Holsum bun. (In the Decatur herald, May 26, 1954, p. 23) Appl. author: William Lee Goodman, Jr. © 26May54; KK97046.

Serve it with Holsum [bread] Chicken on toast. (In St. Petersburg times, Feb. 2, 1954, p. 30) Appl. author: William Lee Goodman, Jr. © 2Feb54; KK95882.

Serve it with Holsum [bread] Lettuce, bacon and tomato. (In St. Petersburg times, Mar. 23, 1954, p. 9) Appl. author: William Lee Goodman, Jr. © 23Mar54; KK95881.

Serve it with Holsum [bread] Swiss cheese with bacon strips. (In St. Petersburg independent, Mar. 11, 1954, p. 8) Appl. author: William Lee Goodman, Jr. © 11Mar54; KK95888.

Serve it with Holsum [bread] Tuna fish sandwich. (In St. Petersburg times, Mar. 16, 1954, p. 16) Appl. author: William Lee Goodman, Jr. © 16Mar54; KK95886.

U-m-m-h, delicious bacon 'n eggs for breakfast. Holsum bread. (In St. Petersburg times, Feb. 23, 1954, p. 9) Appl. author: William Lee Goodman, Jr. © 23Feb54; KK95883.

HOME APPLIANCE DIVISION, HAMILTON MANUFACTURING COMPANY. SEE Hamilton Manufacturing Company.

HOME BINGO COMPANY.

Home Bingo, fun for the entire family. (Game) Label. © Home Bingo Co., a partnership composed of Mark Herring, Etta M. Herring, John Simone & Jennie Simone; 14Oct53; KK93585.

HOME DECORATORS, INC. ©

The hostess, June Allyson. The silver, State House Sterling. (In Mademoiselle, Jan. 1954, p. 44-45) Appl. author: Hicks & Greist, inc. © 29Dec53 (in notice: 1954); KK95474.

Piper Laurie tells why she chose Prestige [silver plate] (In Seventeen, Apr. 1954, p. 84-85) Appl. author: Hicks & Greist, inc. © 1Apr54; KK95949.

HOMESTEAD BUTTERNUT BAKERY. ©

Butter-Nut white enriched bread. Standard loaf min. wt. 15 oz. Label. © 11Feb54; KK95033.

HONAKER, PAUL L., d.b.a. WONDER PRODUCTS COMPANY. SEE Wonder Products Company.

HONEYLITE COMPANY. ©

Honeylite, a brand new approach to full ceiling lighting. Folder. Appl. author: Chas. R. Stuart Advertising. © 22Dec53; KK96180.

HOSIERY FASHIONS. ©

Always in fashion with full-fashioned stockings. (In Glamour, May 1954) Appl. author: William Jenkins Advertising. © 20Apr54; KK96138.

Fashion marks of a truly fashionable traveler. Appl. author: William Jenkins Advertising. © 20May54; KK96837.

Put your legs in this picture. Appl. author: William Jenkins Advertising. © 18Jun54; KK97582.

HOTEL HURTH. ©

Let your palate be prepared for a new taste sensation. Swankburger. Sheet. Appl. author: Ken F. Hull. © 10Jun54; KK97089.

HOUGH (FRANK G.) COMPANY. ©

Getting more for the tax dollar with Payloaders. Form no. 263. (Tractors & shovels) Pamphlet. © 4Feb54; KK96117.

Payloader tractor-shovel; Model HR. Form no. 260. 15 p. © 29Dec53; KK96114.

Payloader tractor with torque converter. Model TC-60. Form [no.] 259. Sheet. © 4Feb54 (in notice: 1953); KK96116.

Payloader tractor, with torque converter and 4-wheel drive. Model TM. Form no. 261. 7 p. © 28Dec53; KK96113.

Payloader utility for the public utility. (Tractor-shovel) Form no. 262. 7 p. © 24Jan54; KK96115.

HOUSE OF IDEAS.

It takes a bull's eye when traffic is your target. (Advertising cuts) Folder. © Damon J. Swann, d.b.a. House of Ideas; 30Apr54; KK96928.

HOUSE OF WORSTED-TEX, INC. ©

This is you in a Worsted-Tex British lounge model. (Clothing) (In the New York times magazine, Mar. 2, 1952, p. 48) Appl. author: Alfred J. Silberstein, Bert Goldsmith, inc. © 2Mar52; KK93518.

Worsted-Tex. Featuring the British lounge model, \$65. (Clothing) (In Time, Sept. 14, 1953, p. 16) Appl. author: Alfred J. Silberstein, Bert Goldsmith, inc. © 10Sep53; KK92646.

HOVMAND, HENRIK C. ©

Book Hand, the extra hand you need when you read. Sheet. Appl. author: Squire Knowles. © 15Jun54; KK97337.

HOWARD, ALFRED L. ©

TV snack pack. [Sales promotion plan] (Ice cream, candy, confectionaries) Label. © 24Mar54; KK94838.

HROMISH, KOSTA. ©

Magic [hair] lotion. Label. © 3Apr54; KK95357.

HUBBARD COMPANY.

Chicken on a stick. Label. © Leighton D. Hubbard, d.b.a. Hubbard Co.; 5May54; KK96374.

HUBBELL, INEZ WALLACE. ©

The daily Inez indicator ... Your TV pictures will be brighter ... with a Radelco aerial. © 15Feb54; KK95951.

HUDSON, EUGENE L., ROBERT B. HUDSON, AND JOSEPH A. HUDSON, a co-partnership of HUDSON COMPANY, JEWELERS. SEE Hudson Company, Jewelers.

HUDSON, JOSEPH A., ROBERT B. HUDSON, AND EUGENE L. HUDSON, a co-partnership of HUDSON COMPANY, JEWELERS. SEE Hudson Company, Jewelers.

HUDSON, ROBERT B., JOSEPH A. HUDSON, AND EUGENE L. HUDSON, a co-partnership of HUDSON COMPANY, JEWELERS. SEE Hudson Company, Jewelers.

HUDSON COMPANY, JEWELERS.

Dear Contestant: A few days ago, we had the pleasure of informing you that you had won a fourth prize in our diamond-prize contest. Sheet. Appl. author: David A. Klein. © Hudson Co., Jewelers, a co-partnership consisting of Joseph A. Hudson, Robert B. Hudson & Eugene L. Hudson; 27Feb54; KK97542.

Dear Contestant: Congratulations on your success. Sheet. Appl. author: David A. Klein. © Hudson Co., Jewelers, a co-partnership consisting of Joseph A. Hudson, Robert B. Hudson & Eugene L. Hudson; 27Feb54; KK97540.

Liquidation sale of one of America's largest diamond importers. (In Daily news, Los Angeles, Apr. 22, 1954, p. 11) Appl. author: David A. Klein. © Hudson Co., Jewelers, a co-partnership consisting of Joseph A. Hudson, Robert B. Hudson & Eugene L. Hudson; 22Apr54; KK97515.

You can win a diamond. Diamond prize contest. Folder. Appl. author: David A. Klein. © Hudson Co., Jewelers, a co-partnership consisting of Joseph A. Hudson, Robert B. Hudson & Eugene L. Hudson; 27Feb54; KK97541.

HUDSON SPECIALTY COMPANY. ©

Right-Way, the better stamp inker. Label. Appl. author: Kenneth A. Hudson. © 2Jun52; KK96581.

HUFF, JAMES WALTER.

Mouthy Moth [advertising mats] Dry-cold storage vaults. © Jas. W. Huff; 11Mar54; KK94552.

HUFFMAN MANUFACTURING COMPANY. ©

Assembly and operating instructions. Huffy [lawn] Mower leaf mulching attachment. Folder. Appl. author: Horace McKee Huffman, Jr. © 5Mar54; KK94658.

Huffy Mower retail promotion catalog. (Lawn mower) Folder. Appl. author: Horace McKee Huffman, Jr. © 29Jan54; KK93337.

Typical dealer, your figures. Huffy 30 o/o [lawn] mower. Sheet. Appl. author: Horace McKee Huffman, Jr. © 1Feb54; KK93515.

HUGHES, TEK. SEE Tek Hughes.

HUGHES COMPANY. ©

The President awards the blue ribbon of excellence to Mead's fine bread in Abilene. (In the Abilene reporter-news, Abilene, Tex., May 17, 1954, p. 5-A) Appl. author: Bobbie Hughes. © 17May54; KK97170.

HULLEY, WILLIAM JUNIOR. ©

R-U sure? My mind is at ease ... (Advertising mats) Poster. © 16Feb54; KK95120.

HUMMEL, MARY R. AND MAX HUMMEL, forming the copartnership HUMMEL'S DELICATESSEN. SEE Hummel's Delicatessen.

HUMMEL, MAX AND MARY R. HUMMEL, forming the copartnership HUMMEL'S DELICATESSEN. SEE Hummel's Delicatessen.

HUMMEL'S DELICATESSEN.

Hummelburgers are the talk of the town ... (In Cervi's Rocky Mountain journal, Oct. 29, 1953, p. 3) © Hummel's Delicatessen, a copartnership consisting of Max Hummel & Mary R. Hummel; 29Oct53; KK92429.

HUNT FOODS, INC. ©

Deliciously yours. Hunt's tomato catsup. [Beans, bread & salad] (In This week, Mar. 16, 1952, p. 25) Appl. author: Young & Rubicam, inc. © 16Mar52; KK92941.

Deliciously yours. Hunt's tomato catsup. [Waffles, barbecue & pickles] (In American weekly, Apr. 20, 1952) Appl. author: Young & Rubicam, inc. © 20Apr52; KK96018.

HURRICANE IMPORT COMPANY. ©

Hurricane. Hubba-Hubba, the new all-purpose chair for casual living. Woven rattan. Folder. Appl. author: Fred Schlesinger. © 10May54; KK97255.

HUYCK (F. C.) AND SONS. ©

Mildew proof papermaker's felts with Dewpruf. (In Fibre containers and paperboard mills, Oct. 1953, p. 24) Appl. author: Abbott Kimball Co., inc. © 22Oct53; KK93252.

HYNES ELECTRIC HEATING DIVISION, TURBINE EQUIPMENT COMPANY. SEE Turbine Equipment Company.**I****ILG ELECTRIC VENTILATING COMPANY. ©**

5kw to 15kw Ilg electric unit heaters. Bulletin E 72, effective Mar. 1, 1954. [Price and data sheet] Appl. author: Clarence William Dexter, Jr. © 5Mar54 (in notice: 1953); KK94489.

ILLINOIS FARM SUPPLY COMPANY. ©

Illini motor oil for better farming. 5 quarts U. S. measure. Label. © 15Mar54; KK96129.

Illini motor oil for better farming. 1 quart U. S. measure. Label. © 15Mar54; KK96130.

ILLINOIS WATCH CASE COMPANY, d.b.a. ELGIN AMERICAN. SEE Elgin American.**ILLINOIS ZINC COMPANY. ©**

Here's how to do it yourself with Eraydo zinc alloy. Zinc alloy sheet. Folder. © 12May54; KK96431.

INCONTRA. ©

Here's a revolution in flash photography. (Flash gun) Catalog sheet. Appl. author: Guerin-Johnstone, inc. © 9Apr54; KK95439.

INDEPENDENT IRON WORKS, INC. ©

Independent Iron Works, inc., presents money-saving equipment for the steel industry. Folder. Appl. author: James Meagher. © 20Nov53; KK97545.

Independent power brush. Folder. Appl. author: William G. Meagher. © 1Feb54; KK93591.

INDIAN TRADERS. ©

Chief String-A-Drum, complete do-it-yourself Tom Tom kit. (Toy) Label. © 19Nov53; KK93424.

INDIANA LIMESTONE COMPANY, INC. ©

Add beauty and value to your home, use natural Indiana limestone. (In Daily echo, Moundsville, W. Va., Jan. 22, 1954, p. 2) Appl. author: Fred Bissell. © 22Jan54 (in notice: 1953); KK93795.

For your home, there's no substitute for natural Indiana limestone. (In the Salem democrat, Salem, Ind., Nov. 25, 1953, p. 7) Appl. author: Fred Bissell. © 25Nov53; KK93517.

You can afford the finest Ilco limestone veneer for your new home. (In House beautiful, Feb. 1954, p. 119) Appl. author: Fred Bissell. © 20Jan54 (in notice: 1953); KK93796.

You can afford the finest natural Indiana limestone for your home. (In Mackinaw enterprise-gazette, Mackinaw, Ill., Oct. 22, 1953, p. 4) Appl. author: Fred Bissell. © 22Oct53; KK93516.

INLAND PRODUCTS COMPANY.

Glo Charfire, clean, instant fire for charcoal grille or fireplace. 24 ounces net. Label. © Arthur G. Meier, d.b.a. Inland Products Co.; 2Mar54; KK97056.

INSTRUMENT SPECIALTIES COMPANY, INC. ©

Contips. A Contip is a localized deposit of silver on a beryllium copper spring ... Bulletin A-54. Sheet. Appl. author: James D. Roberson. © 15Mar54; KK95606.

Micro processed springs of Beryllium copper. Catalog no. 8. 16 p. Appl. author: James D. Roberson. © 1Mar54; KK95331.

Standard spring components of Beryllium copper. Catalog no. 8A. 7 p. Appl. author: James D. Roberson. © 1Mar54; KK95447.

INSUL-MASTIC CORPORATION OF AMERICA. ©

Coating application, material and equipment specifications. (Asphaltic protective coatings) Folder. © 20May54; KK96895.

Insul-Mastic protective coatings. (Heavy asphaltic coatings) 7 p. © 18Jan54 (in notice: 1953); KK92914.

INTERNATIONAL BUSINESS MACHINES CORPORATION. ©

How to streamline your formwriting and save. (Typewriters) Folder. Appl. author: International Business Machines Corp., as employer for hire of Joseph Thomas Carty. © 11Jan54; KK93469.

Just the ticket for the most automatic merchandising ever performed. Folder. Appl. author: International Business Machines Corp., as employer for hire of James Cheston Constable. © 11Jan54; KK93468.

Magnetic memory in a new IBM electronic machine. Folder. Appl. author: International Business Machines Corp., as employer for hire of James Cheston Constable. © 15Apr54; KK95696.

Now, high-speed label writing on a standard IBM accounting machine. Sheet. Appl. author: International Business Machines Corp., as employer for hire of James Cheston Constable. © 11Jan54 (in notice: 1953); KK93467.

See the exciting new IBM electric typewriter. Folder. Appl. author: International Business Machines Corp., as employer for hire of Joseph Thomas Carty. © 1Mar54; KK95776.

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY. ©

Arthur Godfrey discovers Veldown, the table napkin with the 3 improvements paper napkins needed most. c3 pictures of Godfrey, large box & Little Lulu; color; (In Columbus evening dispatch, Mar. 10, 1954, p. 6B) Appl. author: John Cook. © 10Mar54; KK94560.

Arthur Godfrey discovers Veldown, the table napkin with the 3 improvements paper napkins needed most. c3 pictures of Godfrey, large box of napkins & Little Lulu; black & white; (In the Houston chronicle, Dec. 3, 1953, p. 15) Appl. author: John Cook. © 3Dec53; KK95264.

Arthur Godfrey says, don't put a cold in your pocket, it's Kleenex tissue time. [Several displays centered around box of Kleenex] (In Life, Jan. 25, 1954, p. 105) Appl. author: Winifred S. Snyder. © 22Jan54; KK93461.

Arthur Godfrey says, don't put a cold in your pocket, it's Kleenex tissue time. cSkating & sneezing scenes; (In Better living, Jan. 1954, p. 30) Appl. author: Winifred S. Snyder. © 15Dec53; KK93463.

Arthur Godfrey says, don't put a cold in your pocket, it's Kleenex tissue time. [Street car & school scenes] (In Puck, the comic weekly, Jan. 10, 1954, p. 5) Appl. author: Winifred S. Snyder. © 10Jan54; KK93462.

Arthur Godfrey says: In sniffle season, more than ever it's Kleenex tissue time. [Little Lulu on skis] (In Life, Feb. 22, 1954, p. 123) Appl. author: Winifred S. Snyder. © 19Feb54; KK94726.

Arthur Godfrey says, in sniffle season, more than ever it's Kleenex tissue time. [Milk man scene; Little Lulu] (In Better living, Feb. 1954, p. 44) Appl. author: Winifred S. Snyder. © 14Jan54; KK93465.

Arthur Godfrey says, in sniffle season, more than ever it's Kleenex tissue time. [Woman with feet in basin of water; Little Lulu] (In Puck, the comic weekly (Chicago American), Feb. 7, 1954, p. 2) Appl. author: Winifred S. Snyder. © 7Feb54; KK93466.

Arthur Godfrey says, it's Kleenex tissue time. [Christmas tree scene] (In Everywoman's magazine, Dec. 1953, p. 53) Appl. author: Winifred S. Snyder. © 30Nov53; KK92353.

Arthur Godfrey says ... Try this new Kleenex product, Veldown, the table napkin with the 3 improvements ... [Table scene] (In the Detroit news, Jan. 17, 1954, comic section) Appl. author: John Cook. © 17Jan54; KK93962.

A golden opportunity to increase your Kleenex [tissue] sales. Plan a golden book promotion with these P. O. P. displays. (In Chain store age, grocery manager ed., Apr. 1954, p. 136-137) Appl. author: Winifred S. Snyder. © 30Mar54; KK95416.

A golden opportunity to increase your Kleenex [tissue] sales. Plan a Kleenex golden book promotion with these P. O. P. displays. (In Chain store age, variety store managers ed., Apr. 1954, p. 80) Appl. author: Winifred S. Snyder. © 30Mar54; KK95417.

ICP idea trading post. Big promotions get good publicity. (Kleenex tissues) (In Chain store age, grocery executives' ed., Dec. 1953, p. 76-77) Appl. author: Winifred S. Snyder. © 10Dec53; KK92350.

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY. Cont'd.

ICP idea trading post. Delsey tissues in colors a selling success. (In Chain store age, toilet goods sales manual section, June 1954, p. 2) Appl. author: Winifred S. Snyder. © 30May54; KK97219.

ICP idea trading post. Denver drug store repeats promotion. (Kleenex tissues) (In Chain store age, drug store managers' ed., Dec. 1953, p. 94-95) Appl. author: Winifred S. Snyder. © 10Dec53; KK92351.

ICP idea trading post. Dominant Kleenex-Delsey display pays off in Kansas super. Dean Kay is pictured. (Kleenex tissues) (In the Progressive grocer, June 1954, p. 84-85) Appl. author: Winifred S. Snyder. © 1Jun54; KK97218.

ICP idea trading post. Dominant Kleenex-Delsey display pays off in Kansas super. Dean Kay is shown. (Kleenex tissues) (In Food topics, June 7, 1954, p. 45) Appl. author: Winifred S. Snyder. © 7Jun54; KK97215.

ICP idea trading post. Island Kleenex [tissues] display pays off for Georgia druggist. [Two page spread] (In Chain store age, drug executives' ed., June 1954, p. 76-77) Appl. author: Winifred S. Snyder. © 30May54; KK97217.

ICP idea trading post. Stock up for the sneezin season. Charleston, So. Carolina. (Kleenex tissues) (In Chain store age, grocery managers ed., Jan. 1954, p. 84-85) Appl. author: Winifred S. Snyder. © 30Dec53; KK93464.

ICP idea trading post. Tie-in advertising builds extra Kleenex [tissue] volume. Hillcrest Heights, Maryland, January, 1954. (In American druggist, Jan. 18, 1954, p. 78-79) Appl. author: Winifred S. Snyder. © 18Jan54; KK93809.

Kleenex disposable tissues. Jumbo size. [Pink elephant displays] Poster. © 21Jun54; KK97683.

Little Lulu and her magic tricks, pop up wherever you see Kleenex [tissues. Little Golden book promotion] (In Puck, the comic weekly (Chicago American) May 2, 1954, p. 2) Appl. author: Winifred S. Snyder. © 2May54; KK95997.

Little Lulu says: New professional Kleenex serves beauty shops best. [Two scenes: Eyebrows & spilled lotions] (In Modern beauty shop, Apr. 1954, p. 125) Appl. author: Winifred S. Snyder. © 25Mar54; KK94999.

Little Lulu says: See how new professional Kleenex [tissue] helps around the shop. [Two scenes: Hair & nails] (In Modern beauty shop, June 1954, p. 102) Appl. author: Winifred S. Snyder. © 25May54; KK96805.

New Veldown, the table napkin with the 3 improvements paper napkins needed most. [Little Lulu with Kleenex & napkins] (In the Indianapolis star, Apr. 30, 1954, p. 36) Appl. author: John Cook. © 30Apr54; KK96201.

New Veldown, the table napkin with the 3 improvements paper napkins needed most. [Table scene; black & white] (In Cincinnati times-

star, Mar. 4, 1954, p. 4) Appl. author: John Cook. © 4Mar54; KK94232.

New Veldown, the table napkin with the 3 improvements paper napkins needed most. [Table scene; color] (In the Indianapolis star comics, Mar. 21, 1954, p. 13) Appl. author: John Cook. © 21Mar54; KK94998.

The only tissue that meets you halfway. Kleenex. [Hand & box; Little Lulu announcing golden book magic tricks] (In Look, May 18, 1954, p. 75) Appl. author: Winifred S. Snyder. © 4May54; KK96806.

The only tissue that meets you halfway. Kleenex. [Hand & box; Little Lulu announcing golden book magic tricks] (In Western family, May 6, 1954 p. 26) Appl. author: Winifred S. Snyder. © 30Mar54; KK96181.

Right for size ... New Veldown table napkins last the whole meal through. [Table scene] (In the Houston chronicle, Feb. 25, 1954, p. 11F) Appl. author: John Cook. © 25Feb54; KK94063.

Save with Kleenex at new low prices. [Little Lulu & large box of Kleenex tissues] (In Puck, the comic weekly (Chicago herald-American) Jan. 4, 1953, p. 2) Appl. author: Winifred S. Snyder. © 4Jan53; KK92490.

Timely tips by Little Lulu. 5 helpful ways to save. Pack your best china in paper bags after using. Kleenex tissues. Appl. author: Winifred S. Snyder. © 5Apr53; KK92487.

Yippee, new low prices on Kleenex. [Little Lulu on Kleenex tissues float] (In Puck, the comic weekly (Chicago herald-American) Feb. 1, 1953, p. 7) Appl. author: Winifred S. Snyder. © 1Feb53; KK92489.

INTERNATIONAL ELECTRIC COMPANY. © Fence-O-Matic chopper. Series E. Label. Appl. author: S. Simon. © 28Dec53; KK92385.

INTERNATIONAL HARVESTER COMPANY. © All new IH refrigerators with new faces, new spaces. (In the Saturday evening post, Apr. 24, 1954, p. 123) Appl. author: Leo Burnett Co., inc. © 24Apr54; KK95778.

All new IH space-saver freezers. New faces, new spaces. (In the Saturday evening post, Apr. 24, 1954, p. 122) Appl. author: Leo Burnett Co., inc. © 24Apr54; KK95777.

Famous model matches new IH refrigerator. [Endorsed by] Sara Lou Harris. (In Ebony, July 1954, p. 22) Appl. author: Leo Burnett Co., inc. © 12Jun54; KK97580.

International Harvester presents America's smartest refrigerators. New faces, new spaces. (In the Saturday evening post, Apr. 3, 1954, p. 103) Appl. author: Leo Burnett Co., inc. © 3Apr54; KK95140.

International Harvester presents America's smartest refrigerators with new faces, new spaces. (In the Saturday evening post, Mar. 6, 1954, p. 44-45) Appl. author: Leo Burnett Co., inc. © 6Mar54; KK94209.

New International Harvester air conditioners give you more comfort for less money. (In the Saturday evening post, May 29, 1954, p. 15) Appl. author: Leo Burnett Co., inc. © 29May54; KK97146.

7 new space-saver freezers, by International Harvester. (In the Saturday evening post, May 15, 1954, p. 137) Appl. author: Leo Burnett Co., inc. © 15May54; KK96246.

INTERNATIONAL LATEX CORPORATION. © According to independent surveys, Playtex outsells all other brands of baby pants, by far. P777. Folder. © 11Feb54; KK93700.

After a day of rush, strain and tension ... Now sleep to your heart's content on a Playtex Heart-Rest pillow. Ad no. 5195. Sheet. © 29Jan54; KK93306.

After the strains and tensions of the day ... Give everyone close to your heart a Playtex Heart-Rest pillow. P771. Counter display card. © 29Jan54; KK93313.

After the strains and tensions of the day ... Playtex Heart-Rest pillow is designed to give you rest to your heart's content. P768. Streamer. © 29Jan54; KK93310.

After the strains and tensions of the day ... Playtex Heart-Rest pillow. P772. [Mail enclosure] Folder. © 29Jan54; KK93312.

After the strains and tensions of the day ... The most thoughtful gift ... Playtex Heart-Rest pillow. P821. [Stuffer] Folder. © 26Mar54; KK95707.

Amazing free trial offer. Playtex home hair cutter. 4.95 in stain-free steel. Ad no. H705B. Sheet. © 17Feb54; KK93760.

Amazing free trial offer. Playtex home hair cutter. 3.95 in stain-free steel. Ad no. H705A. Sheet. © 17Feb54; KK93759.

Amazing free trial offer. Playtex home hair cutter. 2.95 in stain-free steel, 5.00 deluxe gift model, gold plated. Ad no. H705. Sheet. © 17Feb54; KK93758.

Are you your heart's worst enemy? Playtex Heart-Rest pillow. [Mantle pillow strobe; 3 illus.] (In Life, Mar. 29, 1954, p. 105) Appl. author: Foote, Cone & Belding. © 26Mar54; KK95269.

Are you your heart's worst enemy? Rest your heart with deep healthful sleep. Playtex Heart-Rest pillow. Sheet. © 29Jan54; KK93303.

Before you create your wonderful new clothes, let the new Playtex Magic Controller create a slim new you. Ad no. C400. (Girdles) Sheet. © 24Feb54; KK94235.

Best friend Mom ever had. Flushaway Playtex Dryper. Ad no. B176. Sheet. © 28May54; KK96996.

Best friend mom ever had. Flushaway Playtex Dryper. Simply shake out the used Dryper pad and flush away ... Ad no. B181. Sheet. © 4Jun54; KK97357.

Best friend mom ever had. Flushaway Playtex Dryper. When baby needs changing, simply shake out the used Dryper pad and flush away ... Ad no. B182. Sheet. © 4Jun54; KK97358.

Cheers for the new spring fashions. Invisible Playtex girdles. [11 fashion designers] (In the New York times magazine, Feb. 28, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 28Feb54; KK95419.

Come in today for a free figure analysis, from famous Playtex figure consultant. Ad no. G416. (Girdles) Sheet. © 23Apr54; KK95697.

Daytime strains and tensions call for sleep to your heart's content at night. Playtex Heart-Rest pillows can offer the perfect sleep for you. Ad no. 5197. Sheet. © 29Jan54; KK93308.

Directions for applying dust covers. The cover, the hanger and the panty ... P814 A. Sheet. © 4Mar54; KK95704.

Directions for applying dust covers. The dust cover is slipped over the hanger ... P814. Sheet. © 4Mar54; KK95703.

Do you know why millions of women have made Playtex the largest selling girdle in the world? P865. Folder. Appl. title: Girdle insert for bra package. © 8Jun54; KK97367.

Doctors agree, the harder you work each day the more rest your heart needs at night. Sleep on a Playtex Heart-Rest pillow. Sheet. © 29Jan54; KK93301.

During August white sale only. Lowest prices ever, for Playtex Heart-Rest pillows. P863. [Mail enclosure] Sheet. © 4Jun54; KK97369.

End your diaper problems with the wonderful new Playtex Flushaway Dryper. Ad no. B169. Sheet. © 28May54; KK96998.

Every doctor, every parent knows this fact, young hearts too need the right kind of rest. Playtex Heart-Rest pillow. Sheet. © 29Jan54; KK93302.

First time ever. Playtex Heart-Rest pillows reduced for August white sale. Ad no. 5212. Sheet. © 5Jun54; KK97370.

First time ever, a sale like this. Irregulars in all 3 heights of Playtex pillows. Ad no. 5208. Sheet. © 16Apr54; KK95700.

The following editorial support will appear on Playtex Magic-Controller and on Playtex Wonder White ... P829. Sheet. Appl. title: List of girdle magazine publicity. © 9Apr54; KK95708.

The following editorial support will appear on Playtex Magic-Controller and on Playtex Wonder White, during May and June. P829. (Girdles) Folder. © 7May54; KK96551.

For a limited time only, 30-day free trial ... Use the Playtex home haircutter for 30 days. P750. Counter card. © 7Jan54; KK93545.

Free offer. Flushaway Playtex Dryper ends diaper drudgery. P846A. Streamer. © 21May54; KK96811.

Glorious hostess colors ... Playtex Living Latex finish. P734. [10 colors] (Paint) Sheet. © 30Nov53; KK93539.

Happy days ahead for Mom and baby too, with convenient, Flushaway Playtex Dryper. Ad no. B175. Sheet. © 28May54; KK96999.

The harder you work each day, the more rest your heart needs at night. Playtex Heart-Rest pillow. Ad no. 5193. Sheet. © 29Jan54; KK93305.

The harder you work each day, the more rest your heart needs at night. Playtex Heart-Rest pillow. Ad no. 5196. Sheet. © 29Jan54; KK93307.

Here's real traffic insurance for your department. Playtex Heart-Rest pillows available for your August white sale. P881. Presentation folder. © 4Jun54; KK97371.

Here's the \$100 gift that costs only \$2.95. Give the famous Playtex home hair cutter. [Endorsed by] James McParland. (In Real, Dec. 1953, p. 3. Appl. author: Foote, Cone & Belding. © Precision Products Div., International Latex Corp., 15Nov53; KK92352.

Here's why you can sleep to your heart's content on a Playtex Heart-Rest pillow. P770. [Box insert] Label. © 29Jan54; KK93311.

Hundreds of thousands of women have discovered Playtex Living gloves for themselves. P749. Folder. © 16Dec53; KK93544.

In the stepped-up tempo of early spring, deep sleep is your heart's best friend. The Playtex Heart-Rest pillow. Sheet. © 29Jan54; KK93304.

In the strain and stress of modern living ... Now sleep to your heart's content on the Playtex Heart-Rest pillow. Mat no. 5198. Sheet. © 29Jan54; KK93309.

Introducing Playtex Living bra. Custom-contoured as though made for you alone. P866. Streamer. © 8Jun54; KK97356.

Introducing Playtex Living bra. From the very first moment, you'll see and feel the dramatic difference. Ad no. BR6. Sheet. © 8Jun54; KK97360.

Introducing Playtex Living bra. Gives and lives with you, never against you ... P868. Counter card. © 8Jun54; KK97372.

Introducing Playtex Living bra. It's new, it's custom-contoured to flatter, feel and fit ... Ad no. BR10. Sheet. © 8Jun54; KK97364.

Introducing Playtex Living bra. See it, you'll want it. Ad no. BR9. Sheet. © 8Jun54; KK97363.

Introducing Playtex Living bra. The new and different Playtex Living bra is custom-contoured ... Ad no. BR8. Sheet. © 8Jun54; KK97362.

Introducing Playtex Living bra. Whether you're teen, twenty or more ... Ad no. BR5. Sheet. © 8Jun54; KK97359.

Introducing Playtex Wonder White panty brief. Here's the figure-slimming sister ... Ad no. G406. (Girdles) Sheet. © 24Feb54; KK95722.

Introducing Playtex Wonder White panty brief. Newest Playtex Magic-Controller. P789. (Girdles) Streamer. © 24Feb54; KK95234.

Introducing Playtex Wonder White panty brief. This calorie-curve control panty ... Ad no. G407. (Girdles) Sheet. © 24Feb54; KK95725.

Introducing Wonder White, newest Playtex Magic-Controller. P635. [Stuffer] (Girdles) Sheet. © 24Feb54; KK95227.

Introducing Wonder White, newest Playtex Magic-Controller. \$7.95 with 4 reinforced adjustable garters (as shown) Ad no. G365. (Girdles) Sheet. © 24Feb54; KK95720.

Introducing Wonder White, newest Playtex Magic-Controller. \$7.95 with 4 reinforced adjustable garters (illustrated) Ad no. G368. (Girdles) Sheet. © 24Feb54; KK95714.

Invisible Playtex girdle is the wonderful way to a beautiful figure. [Jeanmarie; dancing strobe] (In the New York times magazine, Apr. 11, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 11Apr54; KK96930.

It happens every summer. Playtex Dryper becomes a necessity. P854. Folder. © 14May54; KK96809.

It's easy to figure ... Playtex fabric lined girdles with 4 durably reinforced adjustable garters. P581. [Broadside mailing piece] Sheet. © 24Mar54; KK95233.

It's here. Introducing Wonder White, newest Playtex Magic-Controller. P634. (Girdles) Streamer. © 24Feb54; KK95231.

It's here, magic control for calorie curves, it's wonderful. It's Wonder White, newest Playtex Magic-Controller. P636. (Girdles) Counter card. © 24Feb54; KK95706.

It's new, sensational, you can paint like an expert the first time. Playtex Living Latex finish. P737. Streamer. © 30Nov53; KK93541.

It's new, sensational, you can paint like an expert the first time. Playtex Living Latex finish. P738. Poster. © 30Nov53; KK94200.

It's Wonder White, newest Playtex Magic-Controller. P638. [Self-serv] (Girdles) Card. © 24Feb54; KK95705.

Keep your baby socially acceptable in Playtex baby pants. Only Playtex stretches 4 times its size. (In Life, June 7, 1954, p. 69) Appl. author: Reach, Yates & Mattoon, inc. © 7Jun54; KK97196.

Keep your baby socially acceptable in Playtex baby pants. See how baby-in-motion picture proves that Playtex pants ... (In Life, May 10, 1954, p. 9) Appl. author: Reach, Yates & Mattoon, inc. © 10May54; KK96454.

Keep your baby socially acceptable with Playtex baby pants. This baby-in-motion picture shows how Playtex panties ... (In Life, Mar. 15, 1954, p. 11) Appl. author: Reach, Yates & Mattoon, inc. © 15Mar54; KK96011.

Magic control for calorie curves. Announcing wonderful Wonder White, newest Playtex Magic-Controller. Ad no. G370. (Girdles) Sheet. © 24Feb54; KK95712.

Magic control for calorie curves. It's wonderful, it's Wonder White, newest Playtex Magic-Controller. Ad no. G371. (Girdles) Sheet. © 24Feb54; KK95718.

INTERNATIONAL LATEX CORPORATION. Cont'd.

Never before nationally sold at less than the advertised price of \$7.95. Now Playtex Heart-Rest pillows at a low, low 5.95. Ad no. 5200. Sheet. © 12Mar54; KK95710.

Never before, Playtex Heart-Rest pillows reduced for August white sale. Ad no. 5211. Sheet. © 4Jun54; KK97368.

New medical reports prove, women's hands damaged by strong soaps and detergents. Use Playtex Living gloves. (In Life, Mar. 22, 1954, p. 21) Appl. author: Reach, Yates & Mattoon, inc. © 22Mar54; KK96012.

Newest wonder in the fashion world. Wonder White, newest Playtex Magic-Controller. Ad no. G363. (Girdles) Sheet. © 24Feb54; KK95717.

Newest wonder in the fashion world. Wonder White Playtex Magic-Controller. Ad no. G366. (Girdles) Sheet. © 24Feb54; KK95713.

No matter how hot it is, sleep cool. Playtex Heart-Rest pillow, only \$5.95. Ad no. 5210. Sheet. © 28May54; KK97000.

Now Playtex fabric lined girdles with 4 adjustable garters at a low, low \$5.95. Mat no. G397. Sheet. © 23Dec53; KK94716.

Now, the designers who performed such miracles ... Introducing Playtex Living bra. Custom-contoured to flatter, feel and fit ... Ad no. BR2. Sheet. © 8Jun54; KK97355.

Now, the designers who performed such miracles ... Introducing Playtex Living bra. Here's new meaning to freedom ... Ad no. BR3. Sheet. © 8Jun54; KK97354.

Now, the designers who performed such miracles ... Introducing Playtex Living bra. It's new, it's custom-contoured ... Ad no. BR7. Sheet. © 7Jun54; KK97361.

Now, 30-day trial offer. Playtex home haircutter guarantees perfect haircuts or your money back. P751. Streamer. © 7Jan54; KK93546.

Now 3 great exclusive features in one sensational girdle. Playtex. [2 photo inserts of girdle] (In the New York times magazine, Apr. 4, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 4Apr54; KK95999.

Only a Playtex girdle lets you feel as free as this, and look as slim as this. [Endorsed by] Oleg Casini. (In Life, Nov. 10, 1952, p. 5) Appl. author: Foote, Cone & Belding. © 7Nov52; KK96613.

Only a Playtex girdle lets you feel as free as this, and look as slim as this. [Endorsed by] Toni Owen. (In Good housekeeping, Aug. 1952, p. 129) Appl. author: Foote, Cone & Belding. © 20Jul52; KK94728.

Only a Playtex girdle lets you feel as free as this, and look as slim as this. [Endorsed by] Vera Maxwell. (In True story, Sept. 1952, p. 7) Appl. author: Foote, Cone & Belding. © 7Aug52; KK95267.

Paint-it-yourself with Playtex Living Latex finish. Antique ivory no. A60. One quart U. S. standard. Label. © 1Jan54 (in notice: 1953); KK96183.

Paint-it-yourself with Playtex Living Latex finish. Pink champagne no. A20. One gallon U. S. standard. Label. © 1Jan54 (in notice: 1953); KK96182.

Perfect haircuts guaranteed or your money back. Now, all your customers can buy the Playtex home haircutter for a 30-day free trial ... P752. Envelope. © 7Jan54; KK93547.

The perfect, wonderful gift for Mother's Day, and at such a practical price. Playtex Heart-Rest pillows at a low, low 5.95. Ad no. 5204. Sheet. © 12Mar54; KK95711.

Personal, practical, perfect gift ideas from Playtex Park. Playtex home hair cutter [and] Playtex pillows. [Endorsed by] James McParland. (In Life, Dec. 14, 1953, p. 10-11) Appl. author: Foote, Cone & Belding. © 11Dec53; KK93069.

Playtex figure consultant. Get your free figure analysis today, look and feel better tomorrow. Ad no. G417. (Girdles) Sheet. © 23Apr54; KK95701.

Playtex girdle window display no. 10. P797. Sheet. © 5Mar54; KK94718.

Playtex Heart-Rest pillows. P828. Specification sheet. © 23Apr54; KK95702.

Playtex home hair cutter, greatest invention since the safety razor. P785. Sheet. © 1Mar54; KK94234.

Playtex Living Latex finish. P735. [16 colors] (Paint) Sheet. © 30Nov53; KK93540.

Playtex panty briefs control those calorie curves. P791. [Stuffer] (Girdles) Sheet. © 24Feb54; KK95228.

Playtex panty briefs control those calorie curves. Invisible Playtex Living panty brief. Ad no. G410. (Girdles) Sheet. © 24Feb54; KK95724.

Playtex panty briefs control those calorie curves. Under your sheerest clothes, Playtex fabric-lined panty brief ... Ad no. G409. (Girdles) Sheet. © 24Feb54; KK95723.

Playtex panty briefs control those calorie curves. With Magic Controller's hidden finger panels ... P793. (Girdles) Counter card. © 24Feb54; KK95734.

Playtex panty briefs control those calorie curves. Wonder White panty brief, the newest Playtex Magic-Controller. Ad no. G408. (Girdles) Sheet. © 24Feb54; KK95721.

Product information sheet. New Playtex Living fabric-lined latex gloves. P766. © 1Mar54; KK94719.

Product information sheet. New Playtex Living fabric-lined latex gloves. P817. © 24Mar54; KK95732.

Profits go hand-in-glove with Playtex (Playtex gloves, that is) P847. Self-mailer. © 28May54; KK96997.

Promotion plans for March 1954. (Baby needs, girdles, pillows & gloves) Sheet. © 5Feb54; KK93552.

Promotion plans for April 1954. (Baby needs, girdles, pillows & gloves) Sheet. © 5Mar54; KK94717.

Promotion plans for May 1954. (Baby needs, girdles, pillows & gloves) Sheet. © 26Mar54; KK95229.

Promotion plans for June 1954. (Baby needs, girdles, pillows & gloves) Sheet. © 9Apr54; KK95730.

Promotion plans for July 1954. (Gloves, girdles & baby needs) Sheet. © 14May54; KK96810.

Sleep to your heart's content on a Playtex Heart-Rest pillow. P808. Counter card. © 26Mar54; KK95733.

Soaps, cleansers, detergents are wonderful ... Playtex Living latex, fabric-lined gloves. Ad no. B158. Streamer. © 6Jan54; KK94462.

Soaps, cleansers and detergents are wonderful ... Playtex Living latex, fabric-lined gloves. Ad no. B159. Streamer. © 6Jan54; KK94463.

A success formula for your store. Playtex. P830. (Girdles) Appl. title: New account presentation folder. © 9Apr54; KK95731.

Success story. The sensational popularity of the Calorie-Curve-Control girdle. cStrobe superimposed on large hands. (In the New York times magazine, Mar. 7, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 7Mar54; KK9500.

There's a free gift waiting for baby. Playtex [baby products] P833. Mail enclosure. © 23Apr54; KK95699.

They're here, new Playtex Living gloves, the fabulous fabric-lined protective gloves. Ad no. B135A. Sheet. © 9Apr54; KK95729.

30 day free trial. Now prove to yourself ... Playtex home hair cutter. 4.95 in stainfree steel. Ad no. H704B. Sheet. © 17Feb54; KK93757.

30 day free trial. Now prove to yourself ... Playtex home hair cutter. 3.95 in stainfree steel. Ad no. H704A. Sheet. © 17Feb54; KK93756.

30 day free trial. Now prove to yourself ... Playtex home hair cutter. 2.95 in stainfree steel, 5.00 deluxe gift model, gold plated. Ad no. H704. Sheet. © 17Feb54; KK93755.

30 day free trial. Playtex home hair cutter. 4.95 in stainfree steel. Ad no. H703B. Sheet. © 17Feb54; KK93754.

30 day free trial. Playtex home hair cutter. 3.95 in stainfree steel. Ad no. H703A. Sheet. © 17Feb54; KK93753.

30 day free trial. Playtex home hair cutter. 2.95 in stainfree steel, 5.00 deluxe gift model, gold plated. Ad no. H703. Sheet. © 17Feb54; KK93752.

Time magazine reports on recent medical findings ... Playtex Living gloves. (In the New York times magazine, Mar. 21, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 21Mar54; KK96929.

2 extra-plump Playtex pillows for the price of 1. Ad no. 5190. Sheet. © 29Jan54; KK93551.

2 extra-plump Playtex pillows for the price of 1. Ad no. 5189. Sheet. © 29Jan54; KK93550.

2 extra-plump Playtex pillows for the price of 1. 2 for 9.95. Sheet. © 26Jan54; KK94406.

2 king size Playtex pillows for the price of 1. Ad no. 5187. Sheet. © 29Jan54; KK93548.

2 king size Playtex pillows for the price of 1. Ad no. 5188. Sheet. © 29Jan54; KK93549.

2 king size Playtex pillows for the price of 1. 2 for 11.95. Sheet. © 26Jan54; KK94405.

Vea cómo aumentan sus ventas de ropa ... Fajas-Pantalón Playtex. P810. (Girdles) Folder. © 25Mar54; KK94720.

We're so sure only Playtex has the pillow just right for you. [Illus. of Rest-Tester] (In the New York times magazine, Sept. 14, 1952, p. 2) Appl. author: Foote, Cone & Belding. © 14Sep52; KK94724.

Why have hands like these ... Playtex Living latex, fabric-lined gloves. Don't let soaps, cleansers, detergents ... Ad no. B157. Streamer. © 6Jan54; KK94461.

Why have hands like these ... Playtex Living latex, fabric-lined gloves. Fabric-lined, no clammy perspiration discomfort. Ad no. B160. Streamer. © 6Jan54; KK94464.

Why have hands like this ... Playtex Living gloves. P748. Streamer. © 6Dec53; KK93543.

With Playtex Living gloves, you can have softer, smoother, lovelier hands in only 9 days ... Ad no. B164. Sheet. © 9Apr54; KK95728.

With Playtex Living gloves, you can have softer, smoother, lovelier hands in only 9 days ... Ad no. B168. Sheet. © 23Apr54; KK95698.

With the exciting new Playtex Living Latex finish, plus the Playtex self-service paint merchandising plan ... P739. Folder. © 30Nov53; KK93542.

Wonder, wonder, wonderful. Wonder White, newest Playtex Magic-Controller. Ad no. G369. (Girdles) Sheet. © 24Feb54; KK95719.

A wonderful gift for the bride and the father of the bride. Playtex Heart-Rest pillows. Ad no. 5206. Sheet. © 9Apr54; KK95726.

Wonderful savings. Playtex Heart-Rest pillows, formerly priced at \$8.95, now at a low, low \$6.95. Ad no. 5205. Sheet. © 12Mar54; KK95709.

A wonderful wedding gift at such a practical price. Playtex Heart-Rest pillows. Ad no. 5207. Sheet. © 9Apr54; KK95727.

You can sell bathing caps. Playtex. P788. Specifications sheet. © 16Mar54; KK95230.

You must try the exciting new Playtex Living bra of elastic and nylon. Never before such flattery, such fit, such freedom. P872. Appl. title: Bra insert for girdle tubes. Folder. © 8Jun54; KK97365.

You must try the exciting new Playtex Living bra of elastic and nylon. Please send me the following ... P872A. [Mail enclosure] Folder. © 8Jun54; KK97366.

You'll wonder where your calorie-curves have gone. Introducing Wonder White, newest Playtex Magic-Controller. Fabric lining inside ... Ad no. G367. (Girdles) Sheet. © 24Feb54; KK95715.

You'll wonder where your calorie-curves have gone. Introducing Wonder White, newest Playtex Magic-Controller. Feel the cloud-soft fabric lining inside ... Ad no. G364. (Girdles) Sheet. © 24Feb54; KK95716.

You've seen it on TV. Amazing Playtex Magic Controller, the calorie-curve-control girdle. P801. Streamer. © 12Mar54; KK95232.

You've seen it on TV. Now try the Playtex Magic Controller. P800. (Girdle) Counter card. © 12Mar54; KK95235.

INTERNATIONAL NICKEL COMPANY, INC. © The 'copters are coming, and thanks in part to nickel, they're stronger and safer than ever. Inco Nickel. (In Newsweek, May 3, 1954, p. 14) © 29Apr54; KK96099.

Even this cloud has a silver lining. Inco Nickel. (In Chicago daily news, Jan. 19, 1954, p. 18) © 19Jan54; KK94133.

I've found a new way to get a cleaner, whiter wash, use super-hot hot water. Inco Nickel. (In the New York times, May 3, 1954, p. 14) © 3May54; KK96302.

There are men who know what the wild waves are saying. Inco Nickel. (In Newsweek, Apr. 5, 1954, p. 77) © 1Apr54; KK96098.

INTERNATIONAL PAPER COMPANY. © Paper and printing in civilization. Calendar. Feb. 1954. Origin of papermaking. © 15Jan54; KK93078.

Mar. 1954. From scribes to printed books. © 15Feb54; KK93737.

Apr. 1954. Development of movable type. © 15Mar54; KK94488.

May 1954. The Stephen Daye Press. © 16Apr54; KK95518.

June 1954. The growth of lithography. © 17May54; KK96514.

July 1954. Fourdrinier's first papermaking machine. © 10Jun54; KK97575.

INTERNATIONAL SILVER COMPANY. ©

And remember son, there's no finer, lovelier silverplate at any price than Holmes & Edwards. (In National jeweler, Dec. 1953, cover) Appl. author: Cunningham & Walsh, inc. © International Silver Co., Holmes & Edwards Division; 11Dec53; KK92342.

Convert more eye-ers into buyers, show the Holmes & Edwards collection of sterling inlaid silverplate. (In Jewelers' circular-keystone, July 1952, p. 2 of cover) Appl. author: Cunningham & Walsh. © International Silver Co., Holmes & Edwards Div.; 13Jul52; KK93366.

Delighted Miami teens select their favorite International Sterling patterns. Bonnie Landrum [and 4 others] (In Seventeen, Mar. 1954, p. 2) Appl. author: Young & Rubicam, inc. © 1Mar54; KK96022.

1847 Rogers Bros. brings you Heritage ... New Heritage is the first and only silverplate pattern ... (In Ladies' home journal, Nov. 1953, p. 33) Appl. author: Young & Rubicam, inc. © 28Oct53; KK92956.

Five exciting Christmas plans to help you start your collection of International Sterling. (In McCall's, Dec. 1953, p. 17) Appl. author: Young & Rubicam, inc. © 20Nov53; KK92954.

The gift you'll use and admire every day of the year. This Christmas, a gift of Stainless by International means ... (In Sunset, Dec. 1953, p. 117) Appl. author: Young & Rubicam, inc. © 25Nov53; KK92959.

The gift you'll use and admire every day of the year. This Christmas, a present of Stainless by International means ... (In House beautiful, Dec. 1953, p. 186) Appl. author: Young & Rubicam, inc. © 20Nov53; KK92958.

Holmes & Edwards spring [plated] silver sale. (In Jewelers' circular-keystone, Feb. 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © International Silver Co., Holmes & Edwards Div.; 1Feb54; KK94035.

How to cash in on this Christmas ad. Holmes & Edwards silverplate. (In Jewelers' circular-keystone, Dec. 1953, p. 2 of cover) Appl. author: Cunningham & Walsh, inc. © International Silver Co. (in notice: International Silver Co., Holmes & Edwards Div.); 13Dec53; KK92340.

How to make \$6.36 extra profit. Holmes & Edwards silverplate. (In Jewelers' circular-keystone, Nov. 1953, p. 2 of cover) Appl. author: Cunningham & Walsh, inc. © International Silver Co. (in notice: International Silver Co., Holmes & Edwards Div.); 13Nov53; KK92341.

I won't have to borrow your silver this Christmas ... Why be silver shy when 1847 Rogers Bros. costs so little. (In Ladies' home journal, Dec. 1953, p. 80) Appl. author: Young & Rubicam, inc. © 25Nov53; KK92955.

A masterpiece in contemporary design. Continental, the ultimate in modern sterling design. (In Vogue, Dec. 1953, p. 32) Appl. author: Young & Rubicam, inc. © 1Dec53; KK92957.

New silver treasure chest in Wm. Rogers & Son. Here's the biggest, best silverware value today ... (In the Saturday evening post, Oct. 31, 1953) Appl. author: Young & Rubicam, inc. © 28Oct53; KK92960.

Now, 22,170,000 people will hear the important Holmes & Edwards story. [Imogene Coca & Sid Caesar] (Silverware) (In Jewelers' circular-keystone, Jan. 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © International Silver Co., Holmes & Edwards Division; 1Jan54; KK95621.

A revolutionary plan to bring you pre-sold customers. Holmes & Edwards silverplate. (In Jewelers' circular-keystone, Oct. 1953, p. 2 of cover) Appl. author: Cunningham & Walsh, inc. © International Silver Co. (in notice: International Silver Co., Holmes & Edwards Div.); 13Oct53; KK92522.

Salad service special. Holmes & Edwards silverplate. (In Jewelers' circular-keystone, Sept. 1953, p. 2 of cover) Appl. author: Cunningham & Walsh, inc. © International Silver Co. (in notice:

INTERNATIONAL SILVER COMPANY. Cont'd.
International Silver Co., Holmes & Edwards Div.); 13Sep53; KK92521.

Silver Rhythm in International Sterling. Carole Corcoran [and 4 others] (In Seventeen, Dec. 1953, p. 3) Appl. author: Young & Rubicam, inc. © 1Dec53; KK92953.

10 o/o difference makes a big difference in your profits. Holmes & Edwards sterling inlaid silverplate gives you 50 o/o discount. (In National Jeweler, Apr. 1954, cover) Appl. author: McCann Erickson, inc. © International Silver Co., Holmes & Edwards Division; 10Apr54; KK95788.

What do the dealers say that are using this Holmes & Edwards collection chest? (Silverplate) (In Jewelers' circular-keystone, Aug. 1953, p. 2 of cover) Appl. author: Cunningham & Walsh, inc. © International Silver Co. (in notice: International Silver Co., Holmes & Edwards Div.); 13Aug53; KK92520.

Years of table beauty, for just pennies spent today. Holmes & Edwards sterling inlaid silverplate. (In Better homes & gardens, Oct. 1953, p. 251) Appl. author: Cunningham & Walsh, inc. © International Silver Co. (in notice: International Silver Co., Holmes & Edwards Div.); 23Oct53; KK92523.

IRON FIREMAN MANUFACTURING COMPANY. ©
SelectTemp, individual thermostatic control of temperature in each room. (Heating system) Pamphlet. © 15Jan54; KK93395.

ITALIAN TRADE COMPANY. ©
Gragnano macaroni. Net weight 8 oz. Label. Appl. author: Mary Cocchiarelli. © 29Dec53; KK93373.

J

JACK AND HEINTZ, INC. ©
How Jack & Heintz builds motors to fit the Sanitary slicer. (Precision machinery) (In Product engineering, May 1954, p. 56-57) Appl. author: Edward J. Martin. © 5May54; KK97011.

Sign of the times. (Precision machinery) (In Electrical engineering, Mar. 1954, p. 90 A) Appl. author: Edward J. Martin. © 22Feb54; KK94358.

Split phase, constant speed, single phase ... Customized electric motors. Sheet. Appl. author: Harry D. Kurtz. © 24May54; KK97281.

Your time for decision on tomorrow's opportunities. (Precision machinery) (In Industrial science & engineering, Mar. 1954, p. 14) Appl. author: Edward J. Martin. © 1Mar54; KK94823.

JACKSON (PETER) OVERSEAS, LTD. ©
Starting today you can smoke with greater peace of mind. Du Maurier filter tip [cigarettes] (In Cleveland plain dealer, May 25, 1954, p. 11) Appl. author: Doyle Dane Bernbach, inc. © 25May54; KK97433.

JACKSON (W. E.) AND COMPANY. ©
Bind-A-Kit; bookbinding for the home hobbyist. Label. Appl. author: Robert E. Jackson. © 10May54; KK96953.

JACOBY-BENDER, INC. ©

Up to \$2.00 allowance for your old watch strap. Watch band trade-in sale. Streamer. Appl. author: William Scheibel. © 5Jan54; KK93708.

Watch band trade-in sale. Instruction folder. Appl. author: William Scheibel. © 15Jan54; KK93005.

Watch band trade-in sale. Up to \$2.00 allowance for your old watch strap, cord, or band. Window display card. Appl. author: William Scheibel. © 5Jan54; KK93793.

JAEGER (OSWALD) BAKING COMPANY. ©
Butter-Nut enriched bread. Net weight 1 lb. Label. © 3May54; KK97479.

JAMES, MICHAEL.

Easy-to-sew-in shoulder [pad] Contour-ETTE. Dress set-in sleeve. [Black & pink] Label. © Michael James & Jo-Marie Mantell, d.b.a. Michael James; 1Jan54; KK97014.

Easy-to-sew-in shoulder [pad] Contour-ETTE. Suit & coat set-in sleeve. [Black & blue] Label. © Michael James & Jo-Marie Mantell, d.b.a. Michael James; 1Jan54; KK97013.

JANNEY, SEMPLE, HILL AND COMPANY. ©
It's the sale of the year. Spring value days. (General merchandise) Folder. © 18Feb54; KK93884.

Summer value days sale, a storewide savings event. (General merchandise) Folder. © 8Mar53; KK94253.

JEFFREY-ALLAN INDUSTRIES, INC.
Beam sales your way with the Jeffrey-Allan continental headlight visor. Model no. JA-32. Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries, inc.; 1Jun53; KK92907.

Better light at night with the new Jeffrey-Allan stainless steel deluxe headlight trim-rims. Model no. JA-34. Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries, inc.; 15Nov53; KK92910.

Jeffrey-Allan universal mud flap mounting bracket for all trucks. Model no. JA-36. Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries, inc.; 17Aug53; KK92909.

Revolutionary new Jeffrey-Allan sportsman dashboards tray. Model no. JA-25. Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries, inc.; 1Jun53; KK92908.

JEL SERT COMPANY. ©

Aunt Wick's home made cola. Net wt. 1 oz. Label. Appl. author: Ruthrauff & Ryan, inc. © 31Dec53; KK92641.

Aunt Wick's home made root beer. Net wt. 1 oz. Label. Appl. author: Ruthrauff & Ryan, inc. © 10Nov52; KK92640.

JENSEN, IRVING OSCAR, d.b.a. JENSEN PRODUCTS. SEE Jensen Products.

JENSEN (N. F.) COMPANY. ©
New, make your own Jensen easel photo mounts. Envelope. © 5Jan54; KK93595.

JENSEN PRODUCTS.

Flor Care cleans and waxes wood floors & linoleum. Contents one U. S. quart. Label. Appl. author: Thomas Lee Jensen. © Irving Oscar Jensen, d.b.a. Jensen Products; 1Jun54; KK97629.

Rug and upholstery Foam, the perfect upholstery shampoo. Contents one U. S. quart. Label. Appl. author: Thomas Lee Jensen. © Irving Oscar Jensen, d.b.a. Jensen Products; 1Jun54; KK97630.

JEPSON (CARL) COMPANY. ©
Stockholm brand cocktail. Label. © 15Jun54; KK97554.

JET'S BRAND PRODUCTS.

Jet's brand Cook'ers, the flavor savers. (Housewares) Folder. © Ellison Curtis Smith, owner, Jet's Brand Cook'ers Division, Jet's Brand Products; 14Oct52; KK95605.

JEWEL ELECTRIC PRODUCTS, INC. ©
Best buy. Jewel special industrialite, model 3309 ... Sheet. © 6Jan54; KK93076.

JEWELS BY D'ERI, INC. ©

The secret's out. (In Jewelry, Jan. 1952, p. 17) Appl. author: Ralph F. Scudieri. © 1Jan52 (in notice: 1951); KK92369.

JFG COFFEE COMPANY, INC. ©
Outstanding coffee achievement. Sheet. © 9Jun54; KK97524.

JIFFY ENTERPRISES, INC. ©

Directions for use of no. 100 Jiffy picture hangers. New double purpose swivel hook. Sheet. Appl. author: Joseph Mayer Margulis. © 1Aug50; KK97282.

Double purpose swivel hook picture hangers. Package of 6, 25¢. Card. Appl. author: Joseph Mayer Margulis. © 31Dec51; KK97204.

Jiffy [picture] eyelets. 2 doz. pkgs. Label. Appl. author: Joseph Mayer Margulis. © 4Jan54; KK96662.

Jiffy [picture] hangers. 2 doz. pkgs. Label. Appl. author: Joseph Mayer Margulis. © 4Jan54; KK96661.

Jiffy, the swivel action wall hanger, holds 10 lbs. 6 wall hooks, 25¢ package. Label. Appl. author: Joseph Mayer Margulis. © 1Aug50; KK97205.

A new way to hang wall decorations. The swivel action all purpose picture hanger. Sheet. Appl. author: Joseph Mayer Margulis. © 2Jan51; KK97550.

Picture hangers. 19¢ pkg. of 6. Label. Appl. author: Joseph Mayer Margulis. © 4Jan54; KK96659.

Picture hanging eyelets. 25¢ pkg. Label. Appl. author: Joseph Mayer Margulis. © 4Jan54; KK96660.

JOHNSON, JANE B., AND VIRGINIA L. ROBERTS, d.b.a. FU-SHOU PRODUCTS. SEE Fu-Shou Products.

JOHNSON (S. C.) AND SON, INC. ©
Car-Plate cleaner. Contents 1 U. S. pint liquid. Label. © 1May52; KK95740.

Car-Plate wax. Contents 10 oz. U. S. liquid. Label. © 8Feb54; KK97559.

New deep shine formula. Deep gloss Carnu. Contents 20 oz. liquid. (Auto polish) Label. © 1Dec53; KK95741.

JOHNSON (SAM) AND SON'S FISHERIES, INC. ©
Fresh fish for mid winter and Lent 1954, from Skipper Sam. Folder.

Appl. author: Sam Johnson.
© 29Jan54; KK93682.

This season's lowest prices. Skipper Sam's guaranteed fresh fish. Final ed. Folder. © 4Mar54; KK94134.

JOHNSTON, W. DERRICK, d.b.a. HIGH PRESSURE EQUIPMENT COMPANY. SEE High Pressure Equipment Company.

JONES (DAVY) SEA FOOD, INC. © In the ocean yesterday, at Davy Jones today. Huge lobsters and giant king crabs. (In the New York times, Nov. 25, 1953, p. 2) Appl. author: Henry H. Loewy. © 25Nov53; KK92364.

JOYCE-DETROIT COMPANY. © Diamond-Marc, the replaceable carbide points for standard layout instruments. Card. Appl. author: Thomas P. Kuzma. © 16Apr54; KK96464.

JUDSON DUNAWAY CORPORATION. © Banish the ghost of the past from your bathroom. Fresh, fragrant Vanish cleans toilet bowls with a fast, agitating action. (In Woman's home companion) Appl. author: J. M. Mathes, inc. © 1Feb52; KK92724.

No work, no worry, no moths. Kill them with Expello ex-ray vapor. (Insecticide) Folder. Appl. author: J. M. Mathes, inc. © 21Jan54; KK93040.

JULIAN AND KOKENGE COMPANY. © Costume coordinated shoes, a fashion first by Foot Saver. (In Vogue, Apr. 1, 1954, p. 59) Appl. author: John J. Finlay. © 1Apr54; KK94909.

Now for the very first time ... Shortback Foot Saver shoes. (In Vogue, Mar. 1, 1954, p. 61) Appl. author: John J. Finlay. © 1Mar54; KK94626.

JUNIOR AUTO CLUB, INC. © Junior auto plate just like Dad's. (Children's toy) Label. Appl. author: Emanuel N. Feigin. © 10Dec53; KK92605.

JUNIOR CHEF COMPANY. Junior Chef grill kit. Label. © Junior Chef Co., Frank A. Castille & Glade B. Bilby, sole owners; 6May54; KK97484.

JUNKER, LEO HELMHOLZ. Glare Guards, easy on your eyes. (Slip in sun shades) Label. © Leo H. Junker; 3Jun54; KK97543.

JUSPOR FOODS. Just pour directly on griddle or waffle iron. Juspor pan cakes and delicious waffles. One quart liquid. Label. © Juspor Foods, a firm owned & operated by Joseph F. Rumley & Joseph P. Krenz; 2Feb54; KK93296.

Pan cakes and waffles. Poster. © Juspor Foods, a firm owned & operated by Joseph F. Rumley & Joseph P. Krenz; 22Mar54; KK96609.

K

KADLEC, JERRY, d.b.a. DECORATOR TRENDS. SEE Decorator Trends.

KAHN'S (E.) SONS COMPANY. © All meat garlic franks. Net wt. 12 oz. Label. © 21Sep53; KK92615.
All meat H. C. franks. Net wt. 12 oz. Label. © 21Sep53; KK92616.

All meat Kahnettes smoked sausage. Net wt. 12 oz. Label. © 21Sep53; KK92617.

All meat Smokey treats sausage. Net wt. 8 oz. Label. © 26Mar54; KK96558.

American Beauty sliced bacon. Net wt. 1 lb. Label. © 1Apr54; KK96817.

American Beauty wafer sliced bacon. Net wt. 1/2 lb. Label. © 11Mar54; KK96559.

Delicious [meat] loaf. Label. © 5Nov53; KK97226.

The wiener the world approved. Kahn's new-easily digested all meat. Card. © 20Nov53; KK93701.

KAISER-WILLYS SALES DIVISION, WILLYS MOTORS, INC. SEE Willys Motors, inc.

KAMINETSKY, NATHAN, t.a. KAMINEX PRODUCTS. SEE Kaminex Products.

KAMINEX PRODUCTS. Kaminex safety plaster for complete plastering and patching. 50 lbs. net. Label. © Nathan Kaminetsky, t.a. Kaminex Products; 23Feb54; KK94162.

KANE, FRANK E. © Counterirritant liniment. Contents 4 ounces. Label. © 29Mar54; KK96927.

KANSAS CITY WISH-BONE SALAD DRESSING COMPANY, INC. © The Kansas City Wish-Bone de luxe dressing, French's best. Contents 8 fluid oz. Label. Appl. author: Phillip A. Sollom. © 1Feb54; KK93834.

KASENIT COMPANY. © Kasenit surface hardening and heat treating compounds. 8 p. Appl. author: Kasenit, Ltd. © 14May54; KK96243.

KATHER, ALFRED C. © Adventure in sewing. I show a series of design patterns ... Sheet. © 18Feb54; KK93647.

Air gauge, parts and information. Type LA. (Tire gauge) Sheet. © 30Sep53; KK92834.

Red Bubble air-gauge. (Fluid pressure) Sheet. © 24Sep53; KK93599.

KATREEN FOODS. © Yogi bar for perfect balance. Net weight 1 1/2 ozs. (Candy) Label. Appl. author: Joseph Morris. © 8Feb53; KK92335.

KAUFMANN (R. AND M.) INC. © June in January jubilee. (Dresses) (In Life, Jan. 4, 1954, p. 24-25) © 31Dec53 (in notice: 1954); KK92514.

Summer coolers. Toni Todd original [dresses] (In Glamour, May 1954, p. 30-31) © 25Apr54; KK97447.

KEARNEY AND TRECKER CORPORATION. © Announcing Kearney & Trecker's tool-lease program. (Machine tools) (In American machinist, Feb. 15, 1954, p. 20-21) Appl. author: Peter Murphy. © 15Feb54; KK94888.

Don't wait, investigate the Kearney & Trecker tool-lease program. (In Steel, Apr. 12, 1954, p. 73) Appl. author: Peter Murphy. © 12Apr54; KK95587.

When profits decline, bring costs in line with Kearney & Trecker's

tool-lease program. (Milling & precision boring machines) (In American machinist, May 10, 1954, p. 20-21) Appl. author: Peter Murphy. © 10May54; KK96856.

KEEN COMPANY.

Amazing New Race concentrated liquid wall cleanser. Contents one quart. Label. © Charles Brooke Temple & Caleb Richmond Williamson, t. a. Keen Co.; 26Apr54; KK95917.

Now, a liquid wall cleanser that tops them all. New Race. Folder. © Charles Brooke Temple & Caleb Richmond Williamson, t.a. Keen Co.; 16Apr54; KK95384.

KEENAN, WILLIAM H., d.b.a. KEENAN SALES. SEE Keenan Sales.

KEENAN SALES. XACT coffee dispenser. Label. © William H. Keenan, d.b.a. Keenan Sales (in notice: W. H. Keenan; 20Oct53; KK93032).

KELLER RESEARCH CORPORATION. © Product news from Keller Research Corp. No. 1100 genuine Keller deluxe economizer valve. Sheet. Appl. author: Robert H. Hieger. © 26Jan54; KK93336.

KELLOGG COMPANY. © Corn flakes. Corn flakes kids. Net weight 8 ounces. cBeanie. Painted by Norman Rockwell. (Ready-to-eat cereals) Label. © 21Apr54; KK96665.

Corn flakes. Corn flakes kids. Net weight 8 ounces. cFreckles. Painted by Norman Rockwell. (Ready-to-eat cereals) Label. © 21Apr54; KK96663.

Corn flakes. Corn flakes kids. Net weight 8 ounces. cPigtails. Painted by Norman Rockwell. (Ready-to-eat cereals) Label. © 21Apr54; KK96666.

Corn flakes. Corn flakes kids. Net weight 8 ounces. cSis. Painted by Norman Rockwell. (Ready-to-eat cereals) Label. © 21Apr54; KK96664.

KEMP (E. F.) CORPORATION. © Golden Glow nuts. Net wgt. 6 lbs. Label. © 1Dec53; KK97149.

Step A Head mixed salted nuts. 1 lb. net. Label. © 31Dec53; KK93126.

KENBROOK LABORATORIES, INC. © Nip; stops the cause of odors. (Garbage & sewage deodorant) Label. © 11Dec53; KK92619.

KENDALL, CHARLES S. AND MARY T. KENDALL, owners of DESERT CHIMES. SEE Desert Chimes.

KENDALL, MARY T. AND CHARLES S. KENDALL, owners of DESERT CHIMES. SEE Desert Chimes.

KENDALL FOODS, INC. © Walter Kendall fives kibbled dog food. Net wt. 4 lbs. Label. © 31Jan51; KK95136.

Walter Kendall fives kibbled dog food with chlorophyllin. Regular size. Net weight 25 lbs. Label. © 21Jan54 (in notice: 1953); KK95137.

Why a fives lifetime feeding plan for your dog? (In Kennel review, Apr. 1954, p. 7) © 1Apr54; KK96295.

KENN AUTO RENTAL, INC. ©
In Florida, a car with a room.
Folder. Appl. author: Bachman,
Kelly & Trautman, inc. © 20Apr54;
KK96565.

KENNATRACK CORPORATION. ©
Kennatrack sliding door hardware.
Ideas for more room in every room.
Pamphlet. Appl. author: Juhl Ad-
vertising Agency. © 10Feb54;
KK94015.

We wuz [sic] framed. Kennaframe.
(Sliding doors) Folder. Appl.
author: Juhl Advertising Agency.
© 24Mar54; KK94868.

KEN-SEAL COMPANY.
Quick sealing new Ken-Seals, seals
baby food jars. Card. © Kenneth
E. Rosenlof, d.b.a. Ken-Seal Co.;
20Feb54; KK93971.

KENTILE, INC. ©
Colorful as a peacock. Beautiful
new Kenflex floors Vinyl tile stay
shining clean with damp moppings.
(In Life) © 13Apr54 (in notice:
1953); KK96537.

KenFlex Vinyl tile, an amazing new
advance in Vinyl flooring. Fold-
er. © 15May53; KK94750.

Save money. You can install a beau-
tiful Kentile floor like this for
only \$22.90. (In the Saturday
evening post, Jan. 31, 1953, p.
79) © 31Jan53; KK92625.

Turn your attic into a colorful new
room. Install a long-lasting Ken-
tile floor like this for only
\$17.50. (In Better homes and gar-
dens, Mar. 1953) © 23Feb53;
KK95680.

KEY DRUG COMPANY.
Super drug stores. (General mer-
chandise) (In Rochester times-
union, Rochester, N. Y., Mar. 4,
1954, p. 20) © Key Drug Co. &
Storm Advertising Co., inc. (in
notice: Key Drug-Storm Adv. Co.,
inc.); 4Mar54; KK95572.

KEY NOTE COMPANY. ©
The Key Note organ Lite, it lights
the keys, it lights the notes.
Folder. © 9Oct53; KK93052.

KEYSTONE STEEL AND WIRE COMPANY. ©
We'll help you save more baby chicks
... Look for this sign for better
values in poultry supplies.
(Pence) (In Successful farming,
Feb. 1954, p. 20) Appl. author:
Fuller & Smith & Ross, inc.
© 25Jan54 (in notice: 1953);
KK93988.

KIEKHAEFER CORPORATION. ©
Kiekhaefer Mercury. A lifetime of
outboard [motor] progress packed
into 15 fabulous years. Folder.
Appl. author: Baker, Johnson &
Dickinson. © 12Jan54; KK97553.

KIMBERLY-CLARK CORPORATION. ©
Let's swap ideas. [40-page hand-
book] (Paper) (In American
printer, June 1954, p. 66-67)
Appl. author: Harvey Clements.
© 25May54; KK97216.

Let's swap ideas. [48 page booklet:
Trouble shooting for printers]
(Paper) (In American printer, Apr.
1954, p. 48-49) Appl. author:
Harvey Clements. © 25Mar54;
KK95995.

Let's swap ideas. [Men loading pa-
pers on hand truck] (In American
printer, Mar. 1954, p. 6-7)

Appl. author: Harvey Clements.
© 25Feb54; KK95996.

Let's swap ideas. [New booklet:
Trouble shooting for printers]
(In American printer, Jan. 1954,
p. 6-7) Appl. author: Harvey
Clements. © 26Dec53; KK93059.

Let's swap ideas. cPaper stock in
cartons: (In American printer,
Dec. 1953, p. 22-23) Appl. au-
thor: Harvey Clements. © 25Nov53;
KK92634.

Let's swap ideas. cTwo boys with
dogs (In American printer, May
1954, p. 8-9) Appl. author:
Harvey Clements. © 25Apr54;
KK96808.

Let's swap ideas. cTwo boys with
kite: (In American printer, Feb.
1954, p. 46-47. Appl. author:
Harvey Clements. © 25Jan54;
KK94727.

KING OF CHECKERS, INC. ©
King of Checkers. New game, com-
plete with four player checker
board. Label. Appl. author:
A. Hulcher. © 15Mar53; KK97689.

KINGSPORT PRESS, INC. ©
B. Franklin. (Books, the image of
America, by Earl S. Miers and Paul
M. Angle, no. 12) (In Publishers'
weekly, Jan. 2, 1954, p. 69)
© 2Jan54; KK92574.

Benjamin Harris. (Books, the image
of America, by Earl S. Miers and
Paul M. Angle, no. 17) (In Pub-
lishers' weekly, June 5, 1954, p.
2501) © 5Jun54; KK97008.

Edward Bellamy. (Books, the image
of America, by Earl S. Miers and
Paul M. Angle, no. 14) (In Pub-
lishers' weekly, Mar. 6, 1954, p.
1285) © 6Mar54; KK94381.

Horatio Alger, Jr. (Books, the
image of America, by Earl S.
Miers and Paul M. Angle, no. 15)
(In Publishers' weekly, Apr. 3,
1954, p. 1623) © 3Apr54;
KK95082.

Thomas Paine. (Books, the image of
America, by Earl S. Miers and Paul
M. Angle, no. 13) (In Publishers'
weekly, v. 165, no. 6, p. 809)
© 6Feb54; KK93677.

U. Sinclair. (Books, the image of
America, by Earl S. Miers and Paul
M. Angle, no. 16) (In Publishers'
weekly, May 1, 1954, p. 1929)
© 1May54; KK95864.

**KINNEY, WILL C., d.b.a. PORTABLE ALU-
MINUM IRRIGATION COMPANY. SEE**
Portable Aluminum Irrigation Com-
pany.

KITCHEN ART FOODS, INC. ©
Py-O-My puddin' cake mix. Caramel
pecan flavor. 10 oz. net wt. Label.
Label. Appl. author: George L.
Sternfield. © 15Dec53; KK97603.

Py-O-My puddin' cake mix. Chocolate
flavor. 10 oz. net wt. Label.
Appl. author: George L. Stern-
field. © 15Dec53; KK97604.

Py-O-My puddin' cake mix. Vanilla
flavor. 10 oz. net wt. Label.
Appl. author: George L. Stern-
field. © 15Dec53; KK97605.

KLAYMAN, SAUL, d.b.a. KOBAY DESIGNS.
SEE Kobay Designs.

KLEEN-KEY, INC. ©
Kleen-Key, a stain-free [chemical]
lubricant. Label. Appl. author:
C. M. Fink. © 15Apr54; KK95960.

KOBAY DESIGNS.

Charcoal, keeps your plants green.
Net wgt. 2 to 3 ozs. (Fertilizer)
Label. © Saul Klayman, d.b.a.
Kobay Designs; 3Feb54; KK93491.

Charcoal, the invaluable [fertiliz-
er] Folder. © Saul Klayman,
d.b.a. Kobay Designs; 3Feb54;
KK94078.

It's new. Kobay's charcoal [ferti-
lizer] Sheet. © Saul Klayman,
d.b.a. Kobay Designs; 3Feb54;
KK94077.

KOCH, LOUIS. ©

Krey on the label, quality on the
table. 1954 baseball chart.
(Meat products) Sheet.
© 20Apr54; KK96573.

KOHOUT, INC. ©

Unofficial telephone numbers, Chi-
cago fire department and official
police directory. (Equipment,
uniforms & clothing) Folder.
Appl. author: Joseph G. Kohout.
© 14Jun54; KK97378.

**KONO, ALEXANDER, BLANCHE KONO AND
FLORENCE KONO SMITH, d.b.a. KONO
MANUFACTURING COMPANY. SEE Kono
Manufacturing Company.**

**KONO, BLANCHE, ALEXANDER KONO AND
FLORENCE KONO SMITH, d.b.a. KONO
MANUFACTURING COMPANY. SEE Kono
Manufacturing Company.**

KONO MANUFACTURING COMPANY.
Beauty at her finger tips. Kono's
Karess [spectacle frames] (In
the Optometric weekly, Jan. 7,
1954, p. 2) © Alexander Kono,
Blanche Kono & Florence Kono
Smith, d.b.a. The Kono Mfg. Co.;
7Jan54; KK92893.

Extras are important, like the flat-
tery of a classic eye shape ...
(Spectacle frames) (In the Eye,
ear, nose & throat monthly, Feb.
1954, p. 78) © Alexander Kono,
Blanche Kono & Florence Kono
Smith, d.b.a. Kono Mfg. Co.;
1Feb54; KK93736.

Naturally, it's Kono. (Spectacle
frames) (In the Eye, ear, nose &
throat monthly, Mar. 1954, p. 14-
145) © Alexander Kono, Blanche
Kono & Florence Kono Smith, d.b.a.
Kono Mfg. Co.; 1Mar54; KK95604.

KOPS BROTHERS, INC. ©

Another Nemo exclusive embroidered
cotton bras designed by Lilly
Daché. (In Corset & underwear re-
view, Apr. 1954, p. 80) © 31Mar54;
KK94920.

Nemo Sugar 'N' Spice and everything
nice, that's what spring promo-
tions are made of. (Corsetry)
(In Corset & underwear review,
Feb. 1954, p. 80) © 7Feb54;
KK93502.

KORFUND COMPANY, INC. ©

Here's how air conditioning vibra-
tion problems have been solved
with Korfund vibration control.
Bulletin H1A. Sheet. Appl. au-
thor: Donald H. Vance. © 4Jan54;
KK93168.

KOST, BERNARD. SEE Kost, Joseph L.

KOST, JOSEPH L.

Slide-Sleeper. Something new, some-
thing different, a modern sofa and
a bed for two. Sheet. © Joseph
L. Kost & Bernard Kost; 4Jun54;
KK97525.

KOTARIDES BAKING COMPANY. ©
Mary Jane enriched bread. Wt. 16
ozs. Label. Appl. author: Ray-
mond Hudson. © 11Dec52; KK96727.

KRAFT FOODS COMPANY. ©
Hey mom make some more, this is
really swell. Caramel popcorn on-
a-cob. (In the Comic weekly, Feb.
7, 1954, p. 3) Appl. author: J.
Walter Thompson Co. © 7Feb54;
KK93889.

KRAUSE (L. J.) COMPANY. ©
Scot-Shoot cellular targets. Card.
Appl. author: L. J. Krause.
© 14Feb54; KK96922.

KREMBIEL, HELMER ORTON. ©
It's a good rule to use Pyrocones
... for control of progressive
firing of kilns. Ruler.
© 10Dec53; KK93385.

KRENZ, JOSEPH P. AND JOSEPH F. RUMLEY,
owning and operating the firm JUSPOR
FOODS. SEE Juspor Foods.

KRESGE, JOHN E., t.a. KRESGE FARM.
SEE Kresge Farm.

KRESGE FARM. ©
A thrill in eating Pennsylvania
Dutch food. 1 doz. 12 oz. jars.
Cardboard. © John E. Kresge,
t.a. Kresge Farm; 17May54;
KK97544.

KRIDEL, MORTON, AND LELAND S. MC-
CLELLAND, d.b.a. M AND K ADVERTIS-
ING. SEE M and K Advertising.

KRUYSMAN (N. L. AND E. W.) INC. ©
Redweld catalogue. (Filing sup-
plies) 18 p. Appl. author:
Nicholas Leonard Kruysman.
© 1Dec53; KK94493.

KTAV PUBLISHING HOUSE. ©
Magi-Quiz of Jewish knowledge.
Electric question and answer game.
Label. Appl. author: Gabe Jo-
sephson. © 1Feb54; KK96589.

KUKLICH, R. JOSEPH. ©
We'll change your buck, and maybe
your luck. Lucky change dollars.
(Refrigerators) Sheet.
© 15Jul53; KK95735.

KULWIN, SEYMOUR, d.b.a. JEFFREY-ALLAN
INDUSTRIES, INC. SEE Jeffrey-Allan
Industries, inc.

KWIKSET SALES AND SERVICE COMPANY. ©
The Kwikset 400 line. Kwikset lock-
sets. Folder. Appl. author:
Lewis K. Woodward. © 12Jan54 (in
notice: 1953); KK95628.

Your key to the finer residential
market. The new Kwikset 600 line.
(Locksets) Folder. Appl. au-
thor: Lewis K. Woodward.
© 15May54; KK97276.

L

LMW ENTERPRISES.
The exciting new game. Tennis bas-
ketball. Sheet. © Thomas C.
Winston, Lawrence J. Lumb, Clifton
E. Miles & David Whittemore, d.b.a.
LMW Enterprises; 10Mar54; KK94589.

LAJOSA BOTTLING DISTRIBUTORS. ©
Cuts ironing time in half. Magic
Rinse textile softener. Label.
Appl. author: Samuel C. Master-
nick. © 1Feb54; KK94407.

LAMBERT COMPANY. ©
Anti-enzymes, how important are they
in dental care? Listerine anti-
zyme tooth paste. Folder.
© 26Apr54; KK96540.

Bacteria and your health. Listerine
antiseptic. [Wall chart] (In
What's new in home economics, Apr.
1954, p. 85-88) © 12Apr54;
KK96585.

Bacteria, friend or foe? Listerine
antiseptic. Folder. © 26Apr54;
KK96539.

Friend or foe? Listerine antiseptic.
[Wall chart] Sheet. © 26Apr54;
KK96538.

Let's talk teeth. Listerine anti-
zyme tooth paste. [Wall chart]
(In Forecast for home economists,
Feb. 1954, p. 53-60) © 22Jan54;
KK94874.

LAMME, RUTH B. ©
Hookie-Lookie [hooked] rug-frame
easel. Directions. Folder.
© 15May54; KK97002.

LAMPKIN LABORATORIES, INC. ©
FM modulation meter; type 205A.
Bulletin no. 25426. Sheet.
Appl. author: Guy Forest Lampkin.
© 3Mar54; KK94299.

LANDERS, FRARY AND CLARK. ©
Add glamour to better coffee. Uni-
versal Coffeematic. (In House
beautiful, Mar. 1954, p. 72)
Appl. author: Goold & Tierney,
inc. © 25Feb54; KK94104.

It's new, it's beautiful, it's for
modern living. Universal copper
Coffeematic. (In Sunset, May
1954, p. 224) Appl. author:
Goold & Tierney, inc. © 24Apr54;
KK95867.

The new amazingly different super
Jet 99 ... Universal [vacuum
cleaner] (In Look, Apr. 6, 1954,
p. 50-51) Appl. author: Goold &
Tierney, inc. © 23Mar54; KK94792.

LANGENDORF UNITED BAKERIES, INC. ©
Flavorful, nutritious, Langendorf
white enriched bread. Min. wt. 15
oz. Label. © 29Jan54; KK94254.

LANNING, J. CLAIR. ©
New Whiffen chips. Green onion fla-
vor. Net wt. 2 oz. (Wafer-like
chips) Label. © 25Jan54;
KK93454.

LA PEARL, ROY, JR. ©
Nu-Fish rubber line; 49¢. (Sport)
Label. © 19Feb54; KK94539.

LA PINE (ARTHUR S.) AND COMPANY. ©
Atom models according to Stuart and
Briegleb, for the construction of
molecular models. (Laboratory ap-
paratus) 7 p. Appl. author:
Arthur S. La Pine. © 1Dec53;
KK94540.

LARSON, A. W. ©
Spot marker. (For use when sending
clothes to cleaners) Label.
© 1Mar54; KK94652.

LAVENSON BUREAU OF ADVERTISING, INC. ©
Ad-ventures. 2 pamphlets.
No. 35. © 19Apr54; KK97452.
No. 36. © 1Jun54; KK97453.

LAWSKY, MAX W., d.b.a. AMARNA. SEE
Amarna.

LAZY C RANCH, INC. ©
Be a real Texas rancher. (Sale of
realty) Poster. Appl. author:
Steve Booke. © 19Apr54; KK95848.

LEBENDIG, ROBERT, ROBERT SEGIL,
THEODORE WILLIAMS AND HARRY SNYDER,
composing the partnership SO-EZE
COMPANY. SEE So-Eze Company.

LEBLANC (G.) COMPANY. ©
Why inventory control? Instructions
for using the Leblanc inventory
and sales control system. 6 p.
© 31Aug53; KK94605.

LECTROCHEMICS. ©
Chemical experiments using elec-
trons. Lectochem, electrochemis-
try set. (Toy) Label. Appl.
author: Electrochemics, a partner-
ship composed of Laible Hoffnitz,
Manuel Shaw & Abraham Saslove.
© 15Feb54; KK94360.

LEDERMAN, GEORGE AND HARVEY S. LEDER-
MAN, d.b.a. PLAUT AND LEDERMAN.
SEE Plaut and Lederman.

LEDERMAN, HARVEY S. AND GEORGE LEDER-
MAN, d.b.a. PLAUT AND LEDERMAN.
SEE Plaut and Lederman.

LEE (H. D.) COMPANY. ©
At school, after school, Lee Riders
belong. [Young boy talking on
telephone] (Cowboy jeans) (In
Life, Apr. 26, 1954, p. 168)
Appl. author: Dean Pennington.
© 23Apr54; KK96544.

Dad's day news. Lee matched shirts
and pants most practical gift in
town. You too will get new cus-
tomers, ring up extra sales. (In
Men's wear, Apr. 30, 1954, p. 109)
Appl. author: Dean Pennington.
© 30Apr54; KK96562.

Double-duty denims. Lee dungarees
for work, for home. [Man on top
of building] (In Life, Jan. 25,
1954, p. 146) Appl. author:
Arthur J. Gillespie. © 22Jan54;
KK93167.

Engineers, firemen, maintenance men,
carmen. They all wear rugged Lee
railroad clothes. (In Brotherhood
of Locomotive Firemen and Engine-
men's magazine, Mar. 1954, p. 4 of
cover) Appl. author: Arthur J.
Gillespie. © 1Mar54; KK94503.

Famous for comfort and wear at work.
Lee clothes are tops around home.
cPaint scene; man & boy in work-
shop; (Matched shirt & pants)
(In Adventure, June 1954, p. 55)
Appl. author: Dean Pennington.
© 10Apr54; KK96274.

Famous for comfort and wear at work.
Lee clothes are tops around home.
cPaint scene; workman holding door
(Jeans & overalls) (In Railroad
magazine, June 1954, p. 101)
Appl. author: Dean Pennington.
© 20Mar54; KK96618.

Famous for comfort and wear at work.
Lee clothes are tops around home
too. cPaint scene; man & boy in
workshop; workman holding door;
(Matched shirt & pants) (In Life,
May 10, 1954, p. 57) Appl. au-
thor: Dean Pennington. © 7May54;
KK96560.

Famous for comfort and wear at work.
Lee clothes are tops around home
too. [Workshop scene] (Matched
shirt & pants, overalls, dungarees
& cowboy pants) (In Argosy, May
1954, p. 13) Appl. author: Dean
Pennington. © 20Apr54; KK96275.

Farm wife tells why she likes Lee
work clothes. (In Farm journal,
Mar. 1954, p. 86) Appl. author:
Arthur J. Gillespie. © 15Feb54;
KK94880.

Fun together, your family, looking
so clean and cared-for ... (Cow-
boy jeans, matched shirt & pants)
(In Ladies' home journal, June
1954, p. 114) Appl. author: Dean
Pennington. © 27May54; KK97231.

LEE (H. D.) COMPANY. Cont'd.

Lee Riders are tops with our crowd, says Cadet Captain Milt Hager, Western Military Academy. (Dungarees) (In Boys' life, Mar. 1954, p. 75) Appl. author: Arthur J. Gillespie. © 25Feb54; KK94310.

Lee Riders have the western fit we go for, says star athlete Jack Jost. (Dungarees) (In Boys' life, May 1954, p. 60) Appl. author: Arthur J. Gillespie. © 25Apr53; KK96210.

Lucky boy your son, whose mother knows how to dress him like one of the gang in Lee Riders, the authentic western cowboy jeans. (In Ladies' home journal, May 1954, p. 186) Appl. author: Arthur J. Gillespie. © 29Apr54; KK96912.

Merchants say, retail sales curves go up with Lee promotions. (Matched shirts & pants, overalls, dungarees) (In Men's wear, Mar. 26, 1954, p. 88) Appl. author: Dean Pennington. © 26Mar54; KK95857.

On the job and around home. (Matched shirt & pants & overalls) (In Brotherhood of locomotive firemen & engineers' magazine, May 1954, p. 4 of cover) Appl. author: Arthur J. Gillespie. © 1May54; KK96679.

Practical vacation clothes. [Man & boy with suitcases; woman & girl in background] (Matched shirts & pants) (In Texas rangers (thrilling publications), July 1954, p. 7) Appl. author: Dean Pennington. © 1May54; KK97732.

Practical vacation clothes. [Motel scene] (Jeans, matched shirt & pants) (In the Progressive farmer, June 1954, p. 46) Appl. author: Dean Pennington. © 15May54; KK96642.

Set for vacation in Lee Riders. Trimnest, toughest cowboy jeans that ever came out of the west. (In the National future farmer, spring 1954, p. 45) Appl. author: Arthur J. Gillespie. © 1Apr54; KK95400.

Top blue jeans style. The Lee Rider look. (In Life, Apr. 26, 1954, p. 168) Appl. author: Dean Pennington. © 23Apr54; KK95856.

Toughest farm clothes, Lee guarantees you finest fit, wear and comfort or your money back. (Overalls & dungarees) (In Farm journal, Feb. 1954, p. 28) Appl. author: Arthur J. Gillespie. © 11Jan54; KK93738.

U. S. workers dress up, look better, work safer in Lee tailored-size clothes. [Cafeteria scene] (Matched shirt & pants) (In Railroad magazine, Apr. 1954, p. 107) Appl. author: Arthur J. Gillespie. © 20Jan54; KK94312.

U. S. workers dress up, look better, work safer in Lee tailored-size clothes. [Cafeteria scene; 2 insets] (Dungarees, matched shirts & pants, work suits) (In Life, Feb. 22, 1954, p. 46) Appl. author: Arthur J. Gillespie. © 19Feb54; KK93986.

Which fellow isn't wearing Lee Riders? Snapshot from last fall's F. F. A. Convention. (Cowboy pants) (In the National Future Farmer, winter 1954, p. 39) Appl. author: Arthur J. Gillespie. © 1Jan54; KK93159.

Your family. Always yours, as you see them at home ... (Matched shirt & pants, blue jeans) (In Ladies' home journal, Dec. 1953, p. 140) Appl. author: W. L. Spencer. © 25Nov53; KK92412.

Yours, and their appearance reflects your love and care. [Ping pong scene] (Cowboy jeans, matched shirts & pants) (In Ladies' home journal, Apr. 1954, p. 148) Appl. author: Dean Pennington. © 30Mar54; KK96561.

LEE OF CHICAGO.

Soná, your basic aid to a perfect make-up. (Cosmetic) Folder. Appl. author: Wynema Lastfogel, professionally known as Jenette Evans. © Lee Ratner, d.b.a. Lee of Chicago; 16Mar54; KK94387.

LEE RUBBER AND TIRE CORPORATION. ©

Doggone it, but no loss to the holder of a Lee road hazard guaranty. Appl. author: Benjamin Eshleman Co. © 20Oct52; KK94140.

LEEMING (THOMAS) AND COMPANY, INC. ©

Peter Pain sews up a seamstress. Ben-Gay. (Medicinal ointment) (In Puck, the comic weekly, Jan. 31, 1954, p. 2) © 30Jan54; KK93131.

LEHMAN BROTHERS. ©

Another Sterling product. Aquaseal, a high grade aquarium cement. One pound net. Label. Appl. author: Ernest Lehman. © 17Nov53; KK93364.

Colors and to beautify your fish-globes, aquariums, rock gardens ... A Sterling product. Contents 2 lbs. net. Label. Appl. author: Ernest Lehman. © 11Dec53; KK93363.

M1-D-Stroy insect spray, specially concentrated. Label. Appl. author: Ernest Lehman. © 3Dec53; KK93365.

A Sterling product, Hide-X pine oil deodorizing disinfectant. 8 fl. oz. Label. Appl. author: Ernest Lehman. © 24Nov53; KK93362.

LEVINSOHN (J.) COMPANY, INC. ©

Holiday cake & candy decorations. Folder. © 22Jan54; KK93388.

LEVITT, D. J. ©

Announcing a new loan plan. Confidential personal loans \$25 to \$1000. Postal Finance Company. Sheet. © 16Apr54; KK95369.

LEVOLOR LORENTZEN, INC. ©

Do you know that venetians can be made to fit into corners? (In House beautiful, Nov. 1952, p. 308) © 20Oct52; KK92795.

From head to toe you're sure with Levolor custom venetians. (In Better homes and gardens, Apr. 1954, p. 10) © 20Mar54; KK94682.

The tag that's it for matched quality and color, easy-to-clean venetians. (In American home, Oct. 1950, p. 151) © 20Sep50; KK92781.

LEVY (HENRY S.) AND SONS, INC. ©

Mouth-watering, Levy's real Jewish rye (with or without seeds) [Bust portrait of smiling female wearing cap] (Bread) (In the New York times, Feb. 1, 1954, p. 6) Appl. author: Doyle Dane Bernbach, inc. © 1Feb54; KK93444.

Mouth-watering, Levy's real Jewish rye (with or without seeds) [Man in straw hat] (Bread) (In the

New York times, Feb. 8, 1954, p. 6) Appl. author: Doyle Dane Bernbach, inc. © 8Feb54; KK93669.

Mouth-watering, Levy's real Jewish rye (with or without seeds) [Two females; one whispering to the other one who is eating bread] (In the New York times, Jan. 25, 1954, p. 6) Appl. author: Doyle Dane Bernbach, inc. © 25Jan54 (in notice: 1953); KK93112.

LEWIN (WILLARD J.) COMPANY, INC. ©

Petti-Sol, by Penny Dale. Nylon can-can petticoat for saucy sirens. Label. Appl. author: Robert M. Lewin. © 10Feb54; KK94415.

LEWIS ASPHALT ENGINEERING CORPORATION. ©

What's your waterproofing problem? Karnak. (In Engineering news-record, v. 152, no. 20, p. 154) Appl. author: Wilson, Haight, Welch & Grover. © 20May54; KK96604.

LEWYT CORPORATION. ©

Only Lewyt [vacuum cleaner] cleans rugs 4 ways at once. [Cleaner at left in illus.] (In Life, Mar. 15, 1954, p. 93) Appl. author: Hicks & Greist, inc. © 12Mar54; KK94377.

Only Lewyt [vacuum cleaner] cleans rugs 4 ways at once. [Cleaner at right in illus.] (In the Saturday evening post, Apr. 17, 1954, p. 161) Appl. author: Hicks & Greist, inc. © 14Apr54; KK95456.

Only Lewyt [vacuum cleaner] cleans rugs 4 ways at once. [Woman in flowered apron running cleaner] (In Look, May 18, 1954, p. 21) Appl. author: Hicks & Greist, inc. © 4May54; KK95866.

Only Lewyt [vacuum cleaner] cleans rugs 4 ways at once. [Woman in striped apron running cleaner] (In Better homes & gardens, June 1954, p. 30) Appl. author: Hicks & Greist, inc. © 18May54; KK96314.

LEYSON, BURR W. ©

Dot target; 50 feet. For iron or scope sights. (Sporting arms & ammunition) Sheet. © 1Mar54; KK94324.

LIBBEY OWENS FORD GLASS COMPANY.

Corrulux [plastic panels] for patio roof, carport or breezeway. Sheet. © Libbey Owens Ford Glass Co., Corrulux Division; 26May54; KK96853.

Plan details, shatterproof Corrulux, low cost daylighting panels ... (Plastic building panels) Folder. Appl. author: Robert N. Aylin. © Corrulux Div., Libbey Owens Ford Glass Co.; 10Feb54; KK93728.

Shatterproof Corrulux translucent [plastic building] panels. [Envelope stuffer] Folder. Appl. author: Robert N. Aylin. © Corrulux Div., Libbey Owens Ford Glass Co.; 10Feb54 (in notice: 1953); KK93729.

LIBBY, MCNEILL AND LIBBY. ©

Frozen fresh tangerine juice, concentrated. Net 6 fl. oz. Label. © 1Mar54; KK94153.

LIEBMAN BREWERIES, INC. ©

Adrienne Garrett, elected Miss Rheingold 1954. (In the New York times magazine, Dec. 20, 1953, p. 48) Appl. author: Foote, Cone & Belding. © 20Dec53; KK94730.

Adrienne Garrett forecasts: March will be extra dry for every Rheingold dealer. [Miss Rheingold with hand in purse; Douglas Fairbanks, Jr.] (In Connecticut beverage journal blue book, Mar. 1954, p. 135) Appl. author: Foote, Cone & Belding. © 1Mar54; KK95266.

Douglas Fairbanks, Jr. opens the 1954 season on the Rheingold theatre. (In New York post, Feb. 1, 1954, p. 20) Appl. author: Foote, Cone & Belding. © 1Feb54; KK96993.

Here's the April power that means more business for Rheingold dealers. [Miss Rheingold '54 & handsome; photo of Douglas Fairbanks, Jr.] (In Connecticut beverage journal blue book, Apr. 1954, p. 149) Appl. author: Foote, Cone & Belding. © 1Apr54; KK96611.

May will be a month of soaring sales for Rheingold dealers. [Miss Rheingold '54 in garden; photo of Douglas Fairbanks, Jr.] (In Connecticut beverage journal blue book, May 1954, p. 136) Appl. author: Foote, Cone & Belding. © 1May54; KK96610.

Meet the stars who lead the big parade of Rheingold advertising in 1954. [Miss Rheingold '54 & great danc] (In Connecticut beverage journal blue book, Jan. 1954, p. 117) Appl. author: Foote, Cone & Belding. © 1Jan54; KK92494.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold & popcorn party] (In New York post, Feb. 8, 1954, p. 17) Appl. author: Foote, Cone & Belding. © 8Feb54; KK96994.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold buying roasted chestnuts] (In Daily news, New York, Mar. 1, 1954, p. 41) Appl. author: Foote, Cone & Belding. © 1Mar54; KK97495.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold '54 & handsome] (In New York journal American, Mar. 27, 1954, comic section) Appl. author: Foote, Cone & Belding. © 27Mar54;

My beer is Rheingold, the dry beer, says Arlene Dahl. (In Daily mirror, New York, Dec. 9, 1953, p. 11) Appl. author: Foote, Cone & Belding. © 9Dec53; KK95265.

My beer is Rheingold, the dry beer, says Burt Lancaster. (In Daily news, New York, Oct. 12, 1953, p. 41) Appl. author: Foote, Cone & Belding. © 12Oct53; KK92858.

My beer is Rheingold, the dry beer, says Charles Boyer. (In Daily news, New York, Mar. 15, 1954, p. 39) Appl. author: Foote, Cone & Belding. © 15Mar54; KK97497.

My beer is Rheingold, the dry beer, says Eleanor Parker. (In Daily news, Oct. 5, 1953, p. 41) Appl. author: Foote, Cone & Belding. © 5Oct53; KK92905.

My beer is Rheingold, the dry beer, says Irene Dunne. (In the New York times, Jan. 22, 1954, p. 50) Appl. author: Foote, Cone & Belding. © 22Jan54; KK97494.

My beer is Rheingold, the dry beer, says Jane Greer. (In Daily news, New York, Oct. 19, 1953, p. 41)

Appl. author: Foote, Cone & Belding. © 19Oct53; KK92903.

My beer is Rheingold, the dry beer, says Licia Albanese. (In the New York times, Jan. 8, 1954, p. 42) Appl. author: Foote, Cone & Belding. © 8Jan54; KK97500.

My beer is Rheingold, the dry beer, says Macdonald Carey. (In Daily news, New York, Nov. 2, 1953, p. 47) Appl. author: Foote, Cone & Belding. © 2Nov53; KK93062.

My beer is Rheingold, the dry beer, says Marlene Dietrich. (In Daily news, New York, Nov. 16, 1953, p. 51) Appl. author: Foote, Cone & Belding. © 16Nov53; KK93060.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Miss Rheingold duck hunting; black & white] (In Daily news, New York, Nov. 9, 1953, p. 53) Appl. author: Foote, Cone & Belding. © 9Nov53; KK93063.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Miss Rheingold duck hunting; color] (In New York journal American, Nov. 1, 1953, p. 16) Appl. author: Foote, Cone & Belding. © 1Nov53; KK92493.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Miss Rheingold holding Christmas wreath] (In Daily mirror, New York, Dec. 14, 1953, p. 13) Appl. author: Foote, Cone & Belding. © 14Dec53; KK95268.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Miss Rheingold with pumpkin; black & white] (In Daily news, New York, Oct. 26, 1953, p. 45) Appl. author: Foote, Cone & Belding. © 26Oct53; KK92902.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Miss Rheingold with pumpkin; color] (In New York post, Oct. 11, 1953, comic section) Appl. author: Foote, Cone & Belding. © 11Oct53; KK92491.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Western scene] (In New York journal American, Aug. 17, 1953, p. 26) Appl. author: Foote, Cone & Belding. © 17Aug53; KK92853.

My beer is Rheingold, the dry beer, says Robert Merrill. (In New York post, Feb. 15, 1954, p. 19) Appl. author: Foote, Cone & Belding. © 15Feb54; KK96992.

My beer is Rheingold, the dry beer, says Steve Cochran. (In the New York times, Feb. 22, 1954, p. 34) Appl. author: Foote, Cone & Belding. © 22Feb54; KK97499.

My beer is Rheingold, the dry beer, says Tom Ewell. (In Daily news, New York, Nov. 23, 1953, p. 57) Appl. author: Foote, Cone & Belding. © 23Nov53; KK93061.

My beer is Rheingold, the dry beer, says Vicki Cummings. (In the Daily mirror, New York, p. 9) Appl. author: Foote, Cone & Belding. © 28Dec53; KK95001.

My beer is Rheingold, the dry beer, says Zsa Zsa Gabor. (In Daily news, New York, Mar. 22, 1954, p. 33) Appl. author: Foote, Cone & Belding. © 22Mar54; KK97498.

No dust on my shoulders. Rheingold extra dry lager beer. (In New York journal-American, Oct. 21, 1953, p. 40) Appl. author: Foote, Cone & Belding. © 21Oct53; KK92492.

Only Rheingold genuine bock beer, meets the requirements of the land where bock was born. [Ram & city skyline] (In Daily news, New York, Mar. 8, 1954, p. 39) Appl. author: Foote, Cone & Belding. © 8Mar54; KK97496.

Season's greetings says Mary Austin, Miss Rheingold 1953. [Miss Rheingold holding Christmas wreath] (In Pictorial review (New York journal American), Nov. 29, 1953, p. 16) Appl. author: Foote, Cone & Belding. © 29Nov53; KK92631.

Watch sales jump in June for every Rheingold dealer. [Miss Rheingold '54 with foal; Douglas Fairbanks, Jr.] (In Connecticut beverage journal blue book, June 1954, p. 133) Appl. author: Foote, Cone & Belding. © 1Jun54; KK96932.

What a year this has been. Rheingold extra dry lager beer. [Miss Rheingold '53 holding Christmas wreath] (In Connecticut beverage journal blue book, Dec. 1953, p. 145) Appl. author: Foote, Cone & Belding. © 1Dec53; KK92609.

LIEBMANN BREWERIES, INC. SEE ALSO Rheingold Brewing Company.

LIGGETT AND MYERS TOBACCO COMPANY. © From L & M to you, just what the doctor ordered. [Endorsed by] Janet Blair. (In New York times, May 10, 1954, p. 11) Appl. author: Cunningham & Walsh, inc. © 10May54; KK96272.

I smoke regular Chesterfield, says Mary Healy. I like king-size Chesterfield, says Peter Lind Hayes. America's most popular 2-way cigarette. (In Daily news, New York, Jan. 11, 1954, p. 27) Appl. author: Cunningham & Walsh, inc. © 11Jan54; KK92800.

I smoked Chesterfield in college ... [Endorsed by] Joanne D. Sidener. Appl. author: Cunningham & Walsh, inc. © 16Jan53; KK92674.

Join the smokers by the thousands now changing to Chesterfield. [Negro model in furs & jewelry] (In Tan, Feb. 1954, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 15Jan54; KK93135.

Liggett & Myers Tobacco Co. says, for more than thirty years we have used research day in and day out ... Fatima, Chesterfield [and] L & M filters. (In the New York times, Jan. 18, 1954) Appl. author: Cunningham & Walsh, inc. © 18Jan54; KK92999.

Like I tell you on Dragnet, Chesterfield is the largest-selling cigarette in America's colleges. [Endorsed by] Jack Webb. (In the Skidmore news, Saratoga Springs, N. Y., Nov. 19, 1953) Appl. author: Cunningham & Walsh, inc. © 19Nov53; KK92799.

Like I tell you on Dragnet, smokers by the thousands now changing to Chesterfield. [Endorsed by] Jack Webb. (In Modern romances, Mar. 1954, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 6Feb54; KK94504.

LIGGETT AND MYERS TOBACCO COMPANY. Cont'd.

Nation-wide demand for L & M drops price. (In New York herald tribune, Apr. 5, 1954, p. 4) Appl. author: Cunningham & Walsh, inc. © 5Apr54; KK95179.

No cigarette ever went so far so fast. In just 73 days L & M filters have made cigarette history. (In Boston evening American, Mar. 24, 1954, p. 9) Appl. author: Cunningham & Walsh, inc. © 24Mar54; KK94863.

No cigarette ever went so far so fast. L & M filters. [Endorsed by] David Wayne. Appl. author: Cunningham & Walsh, inc. © 3May54; KK96195.

No cigarette ever went so far so fast. Nation-wide demand for L & M drops price. [Endorsed by] Patricia Morison. Appl. author: Cunningham & Walsh, inc. © 26Apr54; KK95853.

Now every smoker can afford L & M. Appl. author: Cunningham & Walsh, inc. © 19Apr54; KK95689.

Now, 10 months scientific evidence for Chesterfield. [Endorsed by] Arthur Godfrey. (In the Saturday evening post, Mar. 21, 1953, p. 2) Appl. author: Cunningham & Walsh, inc. © 21Mar53; KK96463.

The public can choose with confidence. 3 brands, Fatima, Chesterfield, L & M filters. (In the New York times, Feb. 1, 1954, p. 13) Appl. author: Cunningham & Walsh, inc. © 1Feb54; KK93438.

Smoke America's most popular 2-way cigarette. Chesterfield. [Endorsed by] Paul Douglas [and] Jan Sterling. (In the New York times, Jan. 25, 1954, p. 7) Appl. author: Cunningham & Walsh, inc. © 25Jan54; KK93437.

This is it. L & M filters are just what the doctor ordered. [Endorsed by] Ann Sheridan. (In Daily news, New York, Mar. 1, 1954, p. 29) Appl. author: Cunningham & Walsh, inc. © 1Mar54; KK94109.

This is it, L & M filters are just what the doctor ordered. [Endorsed by] Barbara Stanwyck. (In New York world-telegram and sun, Feb. 8, 1954) Appl. author: Cunningham & Walsh, inc. © 8Feb54; KK93976.

This is it, L & M filters are just what the doctor ordered. [Endorsed by] Bennett Cerf. (In the New York times, Mar. 8, 1954, p. 12) Appl. author: Cunningham & Walsh, inc. © 8Mar54; KK94349.

This is it, L & M filters are just what the doctor ordered. [Endorsed by] Fredric March. (In New York world-telegram and sun, Feb. 15, 1954) Appl. author: Cunningham & Walsh, inc. © 15Feb54; KK93978.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Audrey Dalton [and 2 others] (In the Leatherneck, June 1954, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 25May54; KK97005.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Bob Hope. Appl. author: Cunningham & Walsh, inc. © 19May54; KK96621.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Diane Chester [and 2 others]

Appl. author: Cunningham & Walsh, inc. © 29Apr54; KK96196.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Jo Ann Johnson [and 2 others] Appl. author: Cunningham & Walsh, inc. © 18May54; KK96939.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] John Hodiak [and 2 others] (In the New York herald tribune, Mar. 1, 1954, p. 5) Appl. author: Cunningham & Walsh, inc. © 1Mar54; KK94110.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Michael O'Shea, Deborah Kerr, Ray Anthony. (In New York world-telegram and sun, Feb. 9, 1954, p. 11) Appl. author: Cunningham & Walsh, inc. © 9Feb54; KK93975.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Michael O'Shea, Jan Sterling, Ray Anthony] (In Tan, May 1954, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 15Apr54; KK95424.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Robert Henninger [and 2 others] Appl. author: Cunningham & Walsh, inc. © 8Apr54; KK96197.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Russ Hodges. (In the Sporting news, May 5, 1954) Appl. author: Cunningham & Walsh, inc. © 5May54; KK96199.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Stan Musial. Appl. author: Cunningham & Walsh, inc. © 28Apr54; KK96152.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Thomas Green [and 2 others] Appl. author: Cunningham & Walsh, inc. © 3May54; KK96198.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Willie Mays [and 2 others] (In Ebony, June 1954, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 10May54; KK96273.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Yogi Berra [and 2 others] Appl. author: Cunningham & Walsh, inc. © 14Apr54; KK95688.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Yvonne De Carlo [and 2 others] (In New York herald tribune, Feb. 15, 1954, p. 7) Appl. author: Cunningham & Walsh, inc. © 15Feb54; KK93977.

Up go sales, down comes price of L & M. Appl. author: Cunningham & Walsh, inc. © 12Apr54; KK95423.

Young America goes Chesterfield. [Endorsed by] Ray Anthony. (In the Stanford daily, Palo Alto, Calif., Dec. 1, 1953) Appl. author: Cunningham & Walsh, inc. © 1Dec53; KK92797.

Young America goes Chesterfield. [Endorsed by] Vera Francis. (In the Register, (A & T College) Greensberg, N. C., Dec. 1953) Appl. author: Cunningham & Walsh, inc. © 14Dec53; KK92798.

LILY OF FRANCE, INC. ©
Faster than a diet, lose inches instantly. The new Enhance [girdle]

(In San Francisco examiner, v. 200, no. 108, p. 4) Appl. author: Sterling Advertising. © 18Apr54; KK96056.

LILY-TULIP CUP CORPORATION. ©
Lily Nestrite container. No. 708-S. 1/2 pint liq. [Easter basket design] Label. Appl. author: Walter L. Pearson. © 22Jan54; KK95585.

Sour cream. 1/2 pint liquid. cDiamond design (Paper cups & food containers) Label. © 17Nov53; KK92367.

LINCOLN BAKING COMPANY. ©
Chuck Wagon bread. Net wt. 1 lb. Label. © 8Dec53; KK95015.

LINCOLN INDUSTRIAL CHEMICAL COMPANY, INC. ©
Alli dairy and household cleaner. 1 quart net. Label. © 30Apr53; KK94964.

Alli quick wash all purpose detergent. One quart. Label. © 31Jan53; KK94965.

Wash and wax your car in one operation. Alli. Label. © 23Mar54 (in notice: 1953); KK96331.

LINDAUER, J. M. AND ORVILLE E. NEWBY, d.b.a. ACADEMY RECORDS. SEE Academy Records.

LINDSAY RIPE OLIVE COMPANY. ©
Lindsay brand family size California ripe olives. Drained weight 9 ozs. Label. Appl. author: Ted Clark. © 22Apr54; KK96989.

Lindsay brand king size California ripe olives. Drained weight 8 1/2 ozs. Label. Appl. author: Ted Clark. © 22Apr54; KK96990.

Lindsay brand minced ripe olives. Contents 4 1/2 ounces avd. [Red label] Appl. author: Rudolph J. Schmidt. © 6Sep48; KK96985.

Lindsay brand pitted extra large California green ripe olives. Drained weight 7 1/2 ozs. [Green label] Appl. author: Rudolph J. Schmidt. © 23Nov53; KK96986.

Lindsay brand pitted large California green ripe olives. Drained weight 7 1/2 ozs. [Blue label] Appl. author: Leon Scharman. © 14Oct52; KK96987.

Lindsay brand pitted medium California ripe olives. Drained weight 7 ozs. [Yellow label] Appl. author: Leon Scharman. © 22Sep47; KK96988.

Lindsay brand sliced ripe olives. Drained weight 2 1/4 ounces avd. [Yellow label] Appl. author: Rudolph J. Schmidt. © 4Aug52; KK96991.

LINEN THREAD COMPANY, INC.
Ederer netting fights rot from fish slime, weed growths and the sun. (In Fishing gazette, May 1954, p. 30) Appl. author: Fuller & Smith & Ross, inc. © Linen Thread Co., inc.; Ederer Division; 12May54; KK97076.

Ederer's famous double inspection gives you the strongest netting in the world. (In Fishing gazette, Apr. 1954, p. 24) Appl. author: Fuller & Smith & Ross, inc. © Linen Thread Co., Ederer Division; 12Apr54; KK96685.

Invincible sports nets are made to take sudden strain and unusual

wear. cTennis player leaning against net, back view. (In College & university business, Apr. 1954, p. 83) Appl. author: Fuller & Smith & Ross, inc. © Linen Thread Co., inc., Ederer Div.; 10Apr54; KK97075.

Invincible sports nets are made to take sudden strain and unusual wear. cTennis player leaning over net to get ball. (In College & university business, Mar. 1954, p. 2) Appl. author: Fuller & Smith & Ross, inc. © Ederer Div., Linen Thread Co., inc.; 10Mar54; KK94694.

Invincible sports nets sell faster because they wear longer. (In the Sporting goods dealer, June 1954, p. 50) Appl. author: Fuller & Smith & Ross, inc. © Linen Thread Co., inc., Ederer Division; 8Jun54; KK97411.

Pauls fish netting holds up longer under peak loads. (In Fishing gazette, Mar. 1954, p. 10) Appl. author: Fuller & Smith & Ross, inc. © Linen Thread Co., inc., Pauls Fish Net Division; 12Mar54; KK97079.

Sudden strain, unusual wear, these are tests Invincible nets must pass. (In College and university business, May 1954, p. 95) Appl. author: Fuller & Smith & Ross, inc. © Linen Thread Co., inc.; Ederer Division; 10May54; KK97074.

This big fellow is selling Invincible [sports] nets to your school customers. (In the Sporting goods dealer, Apr. 1954, p. 42) Appl. author: Fuller & Smith & Ross, inc. © Linen Thread Co., inc., Ederer Division; 12Apr54; KK97410.

You keep 98 out of every 100 fish gilled with Pauls netting. (In Pacific fisherman, Mar. 1954, p. 7) Appl. author: Fuller & Smith & Ross, inc. © Linen Thread Co., Pauls Fish Net Division; 1Mar54; KK96139.

LIPTON (THOMAS J.) INC. ©

8 Lipton tea bags, orange pekoe and pekoe. Net wt. 5/8 oz. Label. © 6Jan54; KK95252.

48 Lipton tea bags, orange pekoe and pekoe. Net wt. 3 3/4 ozs. Label. © 6Jan54; KK95255.

Lipton chicken soup with rice. Net wt. 1 1/2 oz. [Code no.] P-67. Label. © 21Oct53; KK94683.

Lipton onion soup. Save 10¢ ... with coupon inside this package. Net wt. 1 1/2 oz. [Code no.] P-68. Label. © 5Jan54; KK94631.

Lipton tea, imperial gunpowder green. 1/4 pound net weight. [Carton] Label. © 8Jan54; KK94633.

Lipton tea, orange pekoe and pekoe. 1 pound net weight. Label. © 6Jan54; KK95254.

Lipton tea, orange pekoe and pekoe. 1/4 pound net weight. Label. © 6Jan54; KK95253.

Lipton tea, orange pekoe and pekoe. 1 3/8 ounces net weight. Label. © 5Jan54; KK94632.

100 Lipton tea bags, orange pekoe and pekoe. Net wt. 8 ozs. Label. © 6Jan54; KK95256.

16 Lipton tea bags, orange pekoe and pekoe. Net wt. 1 1/4 ozs. Label. © 6Jan54; KK95257.

LITECRAFT MANUFACTURING CORPORATION. © Tapered all-aluminum concentric louver units. Bulletin no. 9C.

January 1954. Sheet. Appl. author: Malcolm Ross Labatt-Simon. © 5Jan54; KK92786.

LITTLE, ROBERT KNOX. © RKL pinch-type valve. Folder. © 20Jan54; KK93274.

LITTLE CROW MILLING COMPANY, INC. © Coco-Wheats, the delicious cocoa coated hot wheat cereal. Net wt. 1 lb. 8 oz. Label. Appl. author: Shigeta Wright. © 1Nov53; KK92596.

LIVINGSTON COMPANY. © New electro bonded nylon Spook bug remover. Jumbo size, 69¢. Label. Appl. author: Francis W. Westerson. © 30Jan54; KK95961.

LOCAL TRADEMARKS, INC. © Bill Ding movie star. (Advertising mats) Sheet. © 25Jan54; KK93230.

Cy Cology teaser ads, reminder ads. (Mats) Sheet. © 24Feb54; KK94098.

Little Plumber. We sell, install, service, guarantee. (Appliances) Label. © 28Apr54; KK96067.

[Special] Bill Ding [name plate] Sheet. © 10Feb54; KK93713.

Speedy five point special. (Automotive) Label. © 14May54; KK96533.

LOCKE MANUFACTURING COMPANY. © Custom railing order form. Folder. Appl. author: Edward J. Kusel. © 4May54; KK96123.

The key to home distinction. Locke wrought iron railings, columns, allied products. [1954 catalogue] Pamphlet. © 4Jan54; KK95115.

LODGE AND SHIPLEY COMPANY. © Chip tips; no. 42A. L & S Floturn, a revolutionary development in metal forming techniques. Folder. Appl. author: Samuel Schindler. © 29Jan54; KK94139.

Lodge & Shipley announces metalworking's newest precision process. Floturn. (In Modern machine shop, Apr. 1954, p. 16-17) Appl. author: Samuel Schindler. © 1Apr54; KK95889.

LOGAN ELECTRIC SPECIALTY MANUFACTURING COMPANY.

Mr. Weatherman, for young and old. (Game board) 8 p. © Logan Electric Specialty Mfg. Co., a co-partnership consisting of Jack E. Chizewer & Charles M. Chizewer; 17Feb54; KK95483.

Mr. Weatherman, today, tomorrow. (Game board) Label. Appl. author: Jack E. Chizewer. © Logan Electric Specialty Mfg. Co., a co-partnership consisting of Jack E. Chizewer & Charles M. Chizewer; 10Feb54; KK94097.

LONG (HARRY) INC. © Smokey's play kit for boys and girls. Label. Appl. author: Harry K. Long. © 6Jul53; KK94753.

LONG (W. E.) COMPANY. © Famlee bread and pot roast. (In the Ogden standard-examiner, Ogden, Utah, Apr. 29, 1954, p. 6B) Appl. author: William Lee Goodman, Jr. © 29Apr54; KK97045.

Here's your answer to flavor. Holsum enriched sliced white bread. (In Noblesville ledger, Noblesville, Ind., May 14, 1951) Appl. author: William Lee Goodman, Jr. © 14May51; KK92717.

I've found me a bread with flavor. Holsum. (In Shreveport times, Shreveport, La., Sept. 14, 1951, p. 19) Appl. author: William Lee Goodman, Jr. © 14Sep51; KK92716.

LOS ANGELES EXAMINER. © The Los Angeles Southern California Liquor Market. 15 p. Appl. author: Carlton Omar Davis. © 8Jan54; KK94811.

LOS ANGELES SOAP COMPANY. © Do you have a baby in your house? White King water softener [and] soap. (In the American weekly (Los Angeles examiner) Jan. 10, 1954, p. 15) Appl. author: Raymond R. Morgan. © 10Jan54; KK92783.

LOWE (JOE) CORPORATION. © Abbott and Costello love Popsicle. 4P4. (Frozen confections) Sheet. Appl. author: Richard H. Gross. © 1Apr54; KK96326.

Buy a Popsicle, win a bicycle. 4P2. (Frozen confections) Streamer. Appl. author: Sydney L. Weiss. © 1Apr54; KK96323.

Cheerio deluxe, deliciously coated ice cream bar. Streamer. Appl. author: Sydney L. Weiss. © 19Mar54; KK95861.

Creamsicle; for swell gifts save coupons from polka dot bags. 4R1. (Frozen confections) Streamer. Appl. author: Richard H. Gross. © 22Mar54; KK96325.

Dazzle ice cream, deliciously coated. 2 flavors. Streamer. Appl. author: Richard H. Gross. © 12Jan54; KK94397.

Fudgsicle, delicious frozen fudge on-a-stick. 4F1. Streamer. Appl. author: Sydney L. Weiss. © 18Mar54; KK96327.

Handy home-pak. Twin Popsicle, a quiescent frozen product. Package of 6. Label. Appl. author: William Kay. © 29Apr54; KK97057.

New and exciting Buls-Eye. (Frozen confections) Label. Appl. author: Max Liebman. © 23Sep53; KK94395.

On sale here. Hey folks it's new, Bi-sicle built for two. (Frozen confections) Sheet. Appl. author: Richard H. Gross. © 22Mar54; KK95860.

1000 Columbia bicycles given away free. Big Popsicle picture puzzle contest. (Frozen confections) Sheet. Appl. author: Richard H. Gross. © 4May54; KK96321.

Popsicle, a quiescent frozen product. Net contents 4 fl. ozs. Label. Appl. author: Richard H. Gross. © 10Dec53; KK93381.

Popsicle; for swell gifts, save coupons from polka dot bags. 4P1. (Frozen confections) Streamer. Appl. author: Max Liebman. © 1Apr54; KK96322.

Popsicle. 1000 Columbia bicycles given away. [Billboard] (Frozen confections) Post card. Appl. author: Richard H. Gross. © 15May54; KK97058.

Popsicle Pete giant gift list. 1954-1955. (Frozen confections) Folder. Appl. author: Sydney L. Weiss. © 4Mar54; KK94396.

Two-flavored Popsicle. 4P5. (Frozen confections) Streamer. Appl. author: Sydney L. Weiss. © 1Apr54; KK96324.

LUCKOFF AND WAYBURN, INC. ©

De luxe jewelry ad-mat service.

Jan. 1954. © 23Dec53 (in notice: 1954); KK92427.

Feb. 1954. © 22Jan54; KK93211.

Mar. 1954. © 23Feb54; KK93935.

Apr. 1954. © 22Mar54; KK94798.

May 1954. © 16Apr54; KK95565.

June 1954. © 25May54; KK96970.

July 1954. © 23Jun54; KK97686.

LUCKY CALENDAR COMPANY, INC. ©

Here is your Acme lucky calendar.

(General food products) Calendar.

Appl. author: M. J. Cassidy, Jr.

© 4Jan54; KK92750.

Here is your Acme lucky calendar.

(General food products) Envelope.

Appl. author: M. J. Cassidy, Jr.

© 24May54; KK96672.

Smart shoppers always run to Sun.

This Sun Drug lucky calendar is

worth ... Appl. author: M. J. Cassidy, Jr. © 12Apr54; KK95637.

Win every day at Acme. This Acme

lucky calendar is worth ... (Gen-

eral food products) Appl. au-

thor: M. J. Cassidy, Jr.

© 24May54; KK96673.

You have a chance to win every month

at every Acme super market.

Acme lucky calendar; Mar. 1954.

Appl. author: M. J. Cassidy, Jr.

© 22Feb54; KK95003.

LUCKY CLUB COMPANY. ©

Holiday sherbet mix. (Frozen dairy

product) Cards. Appl. author:

E. A. MacDougall Smith.

© 26Mar54; KK95032.

LUCKY HEREFORD RANCH. ©

Lucky Dandy Aggressor now a register

of merit sire. (Livestock) (In

Arizona stockman, Jan. 1954, p. 3)

Appl. author: Eugene S. Selvage.

© 25Dec53 (in notice: 1954);

KK93636.

Lucky Hereford herd builders; top

bulls do produce top calves. (In

the American Hereford Journal, May

15, 1954, p. 8) Appl. author:

Eugene S. Selvage. © 15May54;

KK96850.

LUCKY LAGER BREWING COMPANY. ©

Who is the Lucky girl of America?

(In Caliente herald, Dec. 24,

1953, p. 2) Appl. author: Robert

Footman. © 24Dec53; KK93215.

LUCKY STRIDE SHOES, INC. ©

America's most famous models say:

Put yourself in our shoes. [En-

dorsed by] Dolores Parker [& 2

others] (In Seventeen, Sept.

1952, p. 79) © 1Sep52; KK97236.

Lucky Stride shoes, personally de-

signed by Edith Henry. (Shoe car-

ton wrap) Label. © 25Jan54 (in

notice: 1953); KK93710.

LUDWIG MANUFACTURING COMPANY, INC. ©

It's a snap changing screens and

storms, when you use Ludwig Snap

Fasteners. Sheet. Appl. author:

Marvin Shovers. © 29Apr54;

KK96122.

LUMA-RIM CORPORATION. ©

The gem of the night is Luma-Rim,

it lasts for years and does not

dim. (Safety devices) Appl.

author: Robert S. Coombs.

© 1Aug53; KK92709.

When sun has set and lights are dim,

it's really time for Luma-Rim.

(Safety devices) Appl. author:

Robert S. Coombs. © 1Oct53;

KK92599.

LUMB, LAWRENCE J., THOMAS C. WINSTON,

CLIFTON E. MILES AND DAVID WHITE-

MORE, d.b.a. LMW ENTERPRISES. SEE

LMW Enterprises.

LUMINOUS CEILINGS, INC. ©

Acusti-luminus ceilings, a light

for indoors actually superior to

daylight. Bring modern design

well within the budget. (In Ar-

chitectural forum, Feb. 1954, p.

28-29) Appl. author: Grant Ad-

vertising, inc. © 15Feb54;

KK96869.

Acusti-luminus ceilings, a light for

indoors actually superior to day-

light. Modern ceiling of light

puts profit back in lighting. (In

Electrical construction & mainten-

ance, Mar. 1954, p. 12-13) Appl.

author: Grant Advertising, inc.

© 10Mar54; KK96843.

Acusti-luminus ceilings make an of-

fice look better, help employees

work better. (In Business week,

Apr. 17, 1954, p. 101) Appl. au-

thor: Grant Advertising, inc.

© 16Apr54; KK96866.

Acusti-luminus ceilings offer you a

complete package with profit and

protection. (In Qualified con-

tractor, Apr. 1954, p. 75) Appl.

author: Grant Advertising, inc.

© 5Apr54; KK96855.

Modernize your office and boost pro-

duction, by installing Acusti-lu-

minus ceilings. (In Business

week, Feb. 20, 1954, p. 11)

Appl. author: Grant Advertising,

inc. © 19Feb54; KK96868.

Raise morale, reduce costs, by in-

stalling modern Acusti-luminus

ceilings. (In Business week, Mar.

20, 1954, p. 175) Appl. author:

Grant Advertising, inc.

© 19Mar54; KK96867.

LYDIA'S MANUFACTURING COMPANY.

Special I-Glo polish for fine furni-

ture ... One gallon. Label.

© Daniel John Patratos, sole owner

of Lydia's Mfg. Co.; 20Apr54;

KK96121.

Special I-Glo polish for fine furni-

ture ... 10 oz. Label. © Dan-

iel John Patratos, sole owner of

Lydia's Mfg. Co.; 18Dec53;

KK94082.

LYNDALL HUGHES, REALTORS. ©

Why it pays to live in the Chagrin

Valley area. Folder. Appl. au-

thor: Jack Engel. © 27Jun54;

KK97712.

LYONS, MAX LEO. ©

Here it is in your neighborhood.

Bag-A-Burger. (Food) Label.

© 24Sep53; KK93240.

M

M. G. ENTERPRISES.

Sturdy Guy tree support kit. Label.

© Milo Frank Mracek & Sam Alfred

Glanino, d.b.a. M. G. Enterprises;

1May54; KK96882.

M AND K ADVERTISING.

Spot shots. 401-452. (Clothing,

furniture & hardware) Sheets.

Appl. author: Leland S. McClelland.

© Leland S. McClelland & Morton

Kridel, d.b.a. M and K Advertis-

ing; 3Feb54; KK93838.

M AND R DIETETIC LABORATORIES, INC. ©

Give yourself a break with Pream,

the new dairy miracle that creams

your coffee any time, any place.

(In Life, Feb. 15, 1954, p. 89)

Appl. author: Benton & Bowles,

inc. © 15Feb54; KK93839.

The new dairy miracle, Pream. A delicious 100 % dairy product in powdered form ... (In Life, Jan. 25, 1954, p. 72) Appl. author: Benton & Bowles, inc. © 22Jan54; KK93214.

New miracle way to cream your coffee. Pream, delicious 100 % dairy product in powdered form. (In Ladies' home journal, Mar. 1954, p. 98) Appl. author: Benton & Bowles, inc. © 24Feb54; KK94568.

New miracle way to cream your coffee. Pream, delicious 100 % dairy product in powdered form. (In Life, Apr. 19, 1954, p. 120) Appl. author: Benton & Bowles, inc. © 15Apr54; KK95568.

Sarasota acclaims biggest new dairy discovery, Pream. (In Sarasota Journal, Mar. 11, 1954, p. 16) Appl. author: Benton & Bowles, inc. © 11Mar54; KK95593.

Sarasota cheers amazing new dairy miracle, Pream. (In Sarasota herald-tribune, Sarasota, Fla., Mar. 5, 1954, p. 7) Appl. author: Benton & Bowles, inc. © 5Mar54; KK94625.

Special week-end feature. Try Pream at half price, 15¢ off. (Dairy product) (In St. Petersburg times, St. Petersburg, Fla., Mar. 3, 1954, p. 3) Appl. author: Benton & Bowles, inc. © 3Mar54; KK94418.

M AND R LABORATORIES. ©

At feeding time the baby whale ... Similac. 4115237.11. (Pharmaceutical) Self-mailer. Appl. author: William Douglas McAdams, inc. © 13Apr54; KK95393.

The baby kangaroo at birth ... Similac. 4115237.10. (Pharmaceutical) Self-mailer. Appl. author: William Douglas McAdams, inc. © 13Apr54; KK95394.

The baby seal at birth is thin ... Similac. 4115237.12. (Pharmaceutical) Self-mailer. Appl. author: William Douglas McAdams, inc. © 24Mar54; KK94883.

Bovine milk for calves is best ... Similac. 4118237.16. (Pharmaceuticals) Self-mailer. Appl. author: William Douglas McAdams, inc. © 21Jun54; KK97595.

The bunny's famous for the rates ... Similac. 4115237.13. (Pharmaceuticals) Self-mailer. Appl. author: William Douglas McAdams, inc. © 14May54; KK96300.

Checks and balances in infant nutrition. 4. Breast milk minerals in Similac. 4120226.21. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 4Jan54; KK92509.

Checks and balances in infant nutrition. 5. Rapid, easy digestion with Similac. 4120226.23. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 4Jan54; KK92510.

A constant and correct source of infant nutrition. Similac. 4120228.26. [Insert] (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 14May54; KK96299.

Digestion and absorption, like a relay race, is a step-wise process ... Similac. 4125237.08. (Pharmaceuticals) Self-mailer. Appl. author: William Douglas McAdams, inc. © 12Jan54; KK92794.

How to reduce digestive complications in infants, with regular Similac feedings. 4120226.25. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 21Apr54; KK95679.

How to reduce the incidence of infantile eczema, with regular Similac feedings. 4120226.26. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 14May54; KK96298.

Infantile eczema. Similac. 4150240.07. [Insert] (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 9Jun54; KK97160.

The milk of mammals. 10. Camel milk. Similac. 4110228.21. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 4Jan54; KK92506.

The milk of mammals. 11. Vixen milk. Similac. 4110228.23. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 4Jan54; KK92507.

Neonatal tetany, a hazard of calcium-phosphorus imbalance. Similac. 4150240.09. [Insert] (Pharmaceutical) Sheet. Appl. author: William Douglas McAdams, inc. © 14Jun54; KK97426.

Similac, a stabilizing influence in infant feeding, provides nutritional advantages plus price stability. 4125228.25. [Insert] (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 21Apr54; KK95678.

Similac liquid feeding schedule. 4160245.09. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 7Jun54; KK97041.

Similac powder feeding schedule. 4160245.07. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 7Jun54; KK97042.

Stock the liquid, the fastest moving prepared infant formula in liquid form. Similac. 4527.16. (Pharmaceutical) Wholesaler catalog page. Appl. author: William Douglas McAdams, inc. © 24Mar54; KK94882.

To feed her young the platypus scratches her abdomen, makes a fuss. Similac. 4120237.09. (Pharmaceuticals) Self-mailer. Appl. author: William Douglas McAdams, inc. © 4Jan54; KK92508.

The walrus needs his tusks to eat ... Similac. 4115237.14. (Pharmaceuticals) Self-mailer. Appl. author: William Douglas McAdams, inc. © 10May54; KK96245.

MCADAM, PAUL ANTHONY. © Mr. Copper says: Stop, look at today's best buy. (Articles of merchandise) Sheet. © 1Feb54; KK93885.

MCCALL, ROBERT. Teamwork strengthens America's jet production. SEE General Electric Company.

MCCLELLAND, LELAND S., AND MORTON KRIDEL, d.b.a. M AND K ADVERTISING. SEE M and K Advertising.

MCCORMICK AND COMPANY, INC. © McCormick crushed red peppers, Italian style. 1 1/2 ozs. net wt. Label. © 9Oct53; KK97379.

Red Arrow insecticide fungicide rose and flower dust. Net weight 1 pound. Label. © 29Apr54; KK97407.

Red Arrow vegetable garden dust. Two pounds net weight. (Agricultural insecticide) Label. © 23Apr54; KK97413.

MCDONALD, LLOYD L., d.b.a. ESKIMO PRODUCTS DISTRIBUTORS. SEE Eskimo Products Distributors.

MACFARLANE, ESTAMAE. © Estamae's let's have fun dancing. No. 2. (Phonograph records) Label. © 5Jan54; KK93803.

MCGOWN (PEARL K.) INC. © Dear HookKrafftman. (Hooked rug patterns with instructions) Sheets. Appl. author: Pearl K. McGown. Dec. 15, 1953. © 15Dec53; KK92430.

MCGRAW ELECTRIC COMPANY. © Among all first-line toasters, only Toastmaster gives you the many benefits of two models. (In Electrical dealer, Jan. 1954, p. 18) Appl. author: Frederick J. Wachter. © 1Jan54; KK95767.

And to all a good night, with a Tropic-Aire electric bedcovering. (In the Saturday evening post, Dec. 5, 1953, p. 79) Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 5Dec53; KK97521.

Another satisfied user tells his success story. Toastmaster toasters help Maisel's State Name restaurants ... (In American restaurant, Mar. 1954, p. 28-29) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Mar54; KK95759.

Any way you serve 'em, Toastmaster waffles pay up to 79 o/o gross profit. Toastmaster automatic waffle baker. (In Chain store age, Mar. 1954, p. 91) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 5Mar54; KK95764.

Cut food costs and speed service of tastier foods with these fine Toastmaster products. (Toaster, roll & food warmer & waffle baker) (In Institutional feeding and housing, Nov. 1953, p. 2 of cover) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 2Nov53; KK95968.

Cuts food costs as it saves serving time. Toastmaster automatic pop-up toasters. (In Institutions, Jan. 1954, p. 104) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Jan54; KK95772.

Delicious Toastmaster toast makes every dish more tempting. Important, ask your restaurant equipment dealer now about Toastmaster's special offer. (In Institutions, Feb. 1954, p. 114) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Feb54; KK95763.

Delicious Toastmaster toast makes every dish more tempting. This month alone, 179,185 advertising messages will push sales of Toast-

master toasters. (In Restaurant equipment dealer, Mar. 1954, p. 18) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Feb54; KK95762.

A first in appliance history. A McGraw Electric ad a week for 52 weeks ... Toastmaster, Everhot, Manning-Bowman, Tropic-Aire [electrical appliances] (In Electrical merchandising, Jan. 1954, p. 64-65) Appl. author: Frederick J. Wachter. © 1Jan54; KK95769.

For cool carefree cooking indoors or out. Everhot cooking appliances. (In Sunset, Nov. 1953, p. 235) Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 25Oct53; KK97519.

The gift that goes on giving. Toastmaster automatic toaster. Sheet. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 22Mar54; KK96916.

Happy the bride who hints for one (or all three) of these wonderful gifts. Toastmaster automatic toaster, Manning-Bowman combination grill, Everhot de luxe automatic roasterette. (In Brides magazine, winter 1952, p. 50) Appl. author: Frederick J. Wachter. © 15Oct52; KK93508.

Here to there, with a Tropic-Aire electric bedcovering. (In the Saturday evening post, Oct. 10, 1953, p. 131) Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 10Oct53; KK97520.

Here to there, with a Tropic-Aire electric blanket or electric sheet. (In the Saturday evening post, Oct. 31, 1953, p. 3) Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 31Oct53; KK97518.

How to get a lifetime of pleasure from your new Manning Bowman blender. [Form no.] M123-25. 21 p. Appl. author: D. E. Roettger. © Manning-Bowman Div., subsidiary of McGraw Electric Co.; 15Jan54; KK92990.

It pays to add eye-appeal to dishes with delicious Toastmaster toast. (In Hotel management, Feb. 1954, p. 6) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Feb54; KK95760.

Look what McGraw Electric is doing to pep up your gift sales. Toastmaster, Tropic-Aire, Everhot, Manning-Bowman [electrical appliances] (In Housewares review, Oct. 1953, p. 12-13) Appl. author: Frederick J. Wachter. © 25Sep53; KK93506.

Manning-Bowman, a distinguished new line of quality fans. [Form no.] M14-25. Folder. Appl. author: D. E. Roettger. © Manning-Bowman Div., subsidiary of McGraw Electric Co.; 15Jan54; KK92992.

New Everhot roaster, only \$37.95. (In Collier's, May 16, 1953, p. 66) Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 16May53; KK97522.

The new Manning-Bowman automatic pop-up toaster. Model 63Bl. Form M 14E-50. Folder. Appl. author: D. E. Roettger. © Manning-Bowman

MCGRAW ELECTRIC COMPANY. Cont'd.
Div., McGraw Electric Co.;
21Jan54; KK93166.

The new Manning-Bowman automatic toaster. Form no. M14A-50. Sheet. Appl. author: D. E. Roettger. © Manning-Bowman Div., subsidiary of McGraw Electric Co.; 15Jan54; KK92991.

The new Manning-Bowman food and beverage blender. Model 525. [Form no.] M123B-20. Sheet. Appl. author: D. E. Roettger. © Manning-Bowman Div., subsidiary of McGraw Electric Co.; 15Jan54; KK92993.

The new Manning-Bowman knife sharpener, high in quality, beautiful in design. Form M34-20. Catalog page. Appl. author: D. E. Roettger. © Manning Bowman Div., subsidiary of McGraw Electric Co.; 29Mar54; KK94922.

New super de luxe Toastmaster toast 'n' jam set. Catalog page. Appl. author: D. E. Roettger. © Toastmaster Products Division, McGraw Electric Co.; 28Jun54; KK97623.

New Toastmaster super de luxe toaster takes the bread right out of your fingers. [Black & white] (In House & garden, Dec. 1953, p. 179) Appl. author: Frederick J. Wachter. © Toastmaster Products Div., McGraw Electric Co.; 18Nov53; KK93505.

New Toastmaster super de luxe toaster takes the bread right out of your fingers. [Color] (In Look, Dec. 15, 1953, p. 93) Appl. author: Frederick J. Wachter. © Toastmaster Products Div., McGraw Electric Co.; 15Dec53; KK93509.

No chill, not a care with a Tropic-Aire electric blanket or electric sheet. (In the Saturday evening post, Nov. 21, 1953, p. 66) Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 21Nov53; KK97517.

A perfect match for your increased needs. Toastmaster automatic pop-up toasters. (In Journal of the American Dietetic Association, Feb. 1954, p. 97) Appl. author: Frederick J. Wachter. © Toastmaster Products Division; McGraw Electric Co.; 10Feb54; KK95761.

A perfect present for everyone in this family of fine gifts. Toastmaster, Tropic-Aire, Everhot, Manning-Bowman [electrical appliances] (In the Saturday evening post, Dec. 5, 1953, p. 80-81) Appl. author: Frederick J. Wachter. © 5Dec53; KK93507.

Put Toastmaster toasters on diet-kitchen duty. (In Journal of the American Dietetic Association, Jan. 1954, p. 5) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Jan54; KK95770.

Soothing warmth for relief of aches and chills. Manning-Bowman heating pads. (In the Saturday evening post, Feb. 27, 1954, p. 74) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 27Feb54; KK97523.

Takes the bread right out of your fingers. Toastmaster automatic toasters. (In the Saturday evening post, Feb. 20, 1954, p. 49) Appl. author: Frederick J. Wachter. © Toastmaster Products Division,

vision, McGraw Electric Co.;
20Feb54; KK95773.

This new display free with any 3 Toastmaster toasters. New Toastmaster 2-toaster display. (In Electrical dealer, Mar. 1954, p. 77) Appl. author: Frederick J. Wachter. © 1Mar54; KK95758.

Toasting buns this way peps up service, increases sandwich sales. Toastmaster automatic pop-up toasters. (In Chain store age, Jan. 1954, p. 4) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 5Jan54; KK95771.

Toastmaster roll and food warmers keep foods hot and oven-fresh for hours. Folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 26Jun53; KK96918.

Toastmaster toast is profitable toast, perfect every time. (In Restaurant equipment dealer, Sept. 1953, p. 23) Appl. author: Frederick J. Wachter. © Toastmaster Products Div., McGraw Electric Co.; 25Aug53; KK93504.

Toastmaster toasters add extra taste appeal to Tee Pee sandwiches and help us speed service. Important; ask your restaurant equipment dealer ... (In Restaurant management, Feb. 1954, p. 10-11) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 5Feb54; KK95766.

Toastmaster toasters add extra taste appeal to Tee Pee sandwiches and help us speed service. Mr. Restaurant Equipment Salesman ... (In Restaurant equipment dealer, Feb. 1954, p. 6-7) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Jan54; KK95765.

Toastmaster toaster's flexible toasting capacity makes every slice profitable. (In Hotel management, Jan. 1954, p. 81) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Jan54; KK95768.

Toastmaster toasters for perfect toast every time. Folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 28Jun53; KK96917.

Toastmaster toasters give Carter's Drive-In sandwiches an appetite appeal that helps us average 3000 checks daily. [Endorsed by] C. R. Carter and J. V. Blackwood. (In Restaurant equipment dealer, Dec. 1953, p. 6-7) Appl. author: Frederick J. Wachter. © Toastmaster Products Div., McGraw Electric Co.; 25Nov53; KK93503.

MCKENZIE, THOMAS WILLIAM. ©
Mysterious number revealing cards. (Game) Label. © 15Jan54; KK95124.

MCKESSON AND ROBBINS, INC. ©
McKesson book of sundries. 1954. (Miscellaneous articles) 267 p. © 19Mar54; KK95135.

MCKIERNAN-TERRY CORPORATION. ©
McKiernan-Terry multi-purpose calendar for resin finishes. Bulletin T-101. Folder. Appl. author:

Edgar Fabian Cohen. © 19Apr54; KK95932.

MCLEAN ENGINEERING LABORATORIES. ©
Cool your home with a quiet breeze. McLean sound proofed attic fan. Folder. © 25Mar54; KK95095.

MCMAHON, LEO ANTHONY. ©
Shop in Canton at these mystery shopper stores. Mystery shopper Fotoquiz. (Food & household products) (In Canton daily ledger, Canton, Ill., Jan. 26, 1954, p. 10) © 26Jan54 (in notice: 1953); KK95297.

MCNALLY PITTSBURG MANUFACTURING CORPORATION. ©
How to upgrade your coal to meet customers' specifications. (Machinery) (In Coal age, Mar. 1954, p. 76) Appl. author: John B. Rodgers. © 25Mar54; KK95111.

MCNEIL, NEIL F. ©
How to assemble and install Sun Shade awnings. Sheet. Appl. author: Ashby Starr Co. © 9Apr54; KK95672.

MAGNETIX, INC. ©
Smiling Steve, the magnetic cowboy and his wildest rodeo. (Toy) Label. Appl. author: Stephen L. Javna. © 1Jun50; KK93115.

MAID-EASY CLEANSING PRODUCTS CORPORATION. ©
Maid-Easy coffee stain remover. Net weight 16 oz. Label. Appl. author: William M. Stein. © 1Nov53; KK92373.

MAIDEN FORM BRASSIERE COMPANY, INC. ©
I dreamed I rode a streetcar in my Maidenform bra. (In This week, Sept. 7, 1952, p. 5) Appl. author: William H. Weintraub & Co., inc. © 7Sep52; KK94862.

I dreamed I was an eskimo in my Maidenform bra. (In Seventeen, Feb. 1954, p. 52) Appl. author: William H. Weintraub & Co., inc. © 1Feb54; KK94095.

I dreamed I went dancing at the town Casino, in my Maidenform Etude strapless. (In Buffalo evening news) Appl. author: Wm. H. Weintraub & Co., inc. © 19May54; KK97376.

I dreamed I went golfing at my favorite golf club, in my Maidenform Etude bra. (In Buffalo evening news) Appl. author: Wm. H. Weintraub Co., inc. © 31Mar54; KK97375.

I dreamed I went to the flower show in my Maidenform Overture bra. (In the Montreal star) Appl. author: Wm. H. Weintraub Co., inc. © 19May54; KK97040.

J'ai rêvé que je jouais au golf Municipal dans mon soutien-gorge Etude par Maidenform. (In La Presse, Montreal, Feb. 24, 1954, p. 6) Appl. author: William H. Weintraub & Co., inc. © 24Feb54; KK96646.

J'ai rêvé qu'on m'avait élue la femme la mieux mise de Montréal, avec mon soutien-gorge. Maidenform Chansonette. (In La Presse, Montreal, Feb. 3, 1954, p. 18) Appl. author: William H. Weintraub & Co., inc. © 3Feb54; KK96645.

MAINES, KENNETH B., d.b.a. SALES-MAKERS COMPANY. SEE Sales-Makers Company.

MAISON ROCHEZ.

Old English brand brandy rum. Label. © Joseph C. Ulick, d.b.a. Maison Rochez; 6May54 (in notice: 1953); KK96380.

MAJESTIC MANUFACTURING COMPANY. ©

By appointment, to the queens of America's modern homes. H. R. H. Majestic combination range. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 25Feb54; KK94657.

The new Majestic automatic gas fired garbage disposer and incinerator. Folder. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 15Dec53; KK94166.

The new Majestic electric range. Folder. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 16Nov53; KK94167.

The new Mamco automatic gas fired garbage disposer and incinerator. [Rev.] Folder. Appl. author: Warner & Todd, inc. © 15Apr54; KK95743.

A soaking, gentle spring rainfall anywhere you want it. Majestic Double-D D-Flekt-O water sprinkler and soaker. Sheet. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 19Feb54; KK94165.

MAJOR LIQUOR DISTRIBUTORS, INC. ©

The man from Scotland is bringing you the most fantastic, once-in-a-lifetime Scotch whisky promotion ever offered. (In Beverage retailer weekly, Mar. 22, 1954, p. 12-13) Appl. author: John Gross. © 22Mar54; KK95304.

MALVO PRODUCTS COMPANY. ©

Malvo salve for skin irritations and burns. 1 oz. carton. Label. Appl. authors: Orlando & Eugenio DeVencentis. © 1Dec53; KK92512.

Malvo salve for skin irritations and burns. 1 oz. cSticker. Label. Appl. authors: Orlando & Eugenio De Vencentis. © 1Dec53; KK94751.

MANCHESTER HOSIERY MILLS.

P. S. they're Postscript nylons. Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 5Feb54; KK94010.

You can save 50 % on your hosiery budget with sheer, long-wearing Ironwear full fashioned nylons. (In Good housekeeping) © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 5Feb54; KK95472.

MANHATTAN SHIRT COMPANY. ©

America's most guaranteed shirt. Span, with the collar that outlasts the shirt, or a new shirt free. (In Life, Mar. 29, 1954, p. 130) Appl. author: Norris Konheim. © 26Mar54; KK95943.

At home with any color in your wardrobe, Wicker. (Men's shirts, pajamas, undershorts, handkerchiefs & tie) (In Life, Apr. 5, 1954, p. 112) Appl. author: Norris Konheim. © 2Apr54; KK95946.

Can an oxford shirt ever be worth ten dollars and ninety-five cents? (In Time, Nov. 16, 1953, p. 7) Appl. author: Norris Konheim. © 12Nov53; KK93350.

Great gift idea, Currier & Ives pajamas and undershorts. (In Time, Dec. 14, 1953, p. 37) Appl. author: Norris Konheim. © 10Dec53; KK93345.

If he doesn't give you a valentine kiss, and if the Span collar doesn't outlast the shirt ... (In Good housekeeping, Feb. 1954, p. 243) Appl. author: Norris Konheim. © 20Jan54; KK94749.

New clothes for active moderns. Manhattan X-Tras. (Mens slacks & shirts) (In the New York times magazine, Mar. 21, 1954, p. 17) Appl. author: Norris Konheim. © 21Mar54; KK95944.

New school of design in ties. (In Time, Dec. 21, 1953, p. 31) Appl. author: Norris Konheim. © 17Dec53; KK93347.

New stripes, new collars for the gay '50's. (Men's shirts and ties) (In Time, Mar. 29, 1954, p. 36) Appl. author: Norris Konheim. © 25Mar54; KK95941.

Now, a flannel [shirt] that feels like cashmere. (In Time, Nov. 2, 1953, p. 2 of cover) Appl. author: Norris Konheim. © 29Oct53; KK93348.

The perfect present with a great future. Ask for the Span by Manhattan. (Shirt & tie) (In Good housekeeping, Dec. 1953, p. 229) Appl. author: Norris Konheim. © 20Nov53; KK93349.

Platinum, greatest color discovery since white. (In the Saturday evening post, Oct. 31, 1953, p. 138) Appl. author: Norris Konheim. © 28Oct53; KK933459.

The shirt for you when the sun goes south. (In Time, Nov. 30, 1953, p. 32) Appl. author: Norris Konheim. © 26Nov53; KK93346.

The shirt off his back. Wonderful Lady Manhattan, his shirt in your sizes ... (In Life, Apr. 12, 1954, p. 8) Appl. author: Mrs. C. Le Vathes. © 9Apr54; KK95945.

The Span collar is guaranteed to outlast the shirt, or a new shirt free. (In Life, Mar. 15, 1954, p. 66) Appl. author: Norris Konheim. © 12Mar54; KK94747.

Wake up your wardrobe with winter pastels. (Shirts & ties) (In the Saturday evening post, Dec. 5, 1953, p. 82) Appl. author: Norris Konheim. © 2Dec53; KK93352.

What's in the wind in sportshirts? Southwind. (In Time, Apr. 19, 1954, p. 4 of cover) Appl. author: Norris Konheim. © 15Apr54; KK96715.

When you want to give style, Span, the perfect present with a great future. (Shirts & ties) (In the Saturday evening post, Dec. 19, 1953, p. 42-43) Appl. author: Norris Konheim. © 16Dec53; KK93353.

Worthy descendants of a fine old family. Manhattan Golden Needle shirts. (In the Saturday evening post, Dec. 12, 1953, p. 82) Appl. author: Norris Konheim. © 9Dec53; KK93351.

Jan. 15, 1954. © 15Jan54; KK95899.

Feb. 15, 1954. © 15Feb54; KK95900.

Mar. 15, 1954. © 15Mar54; KK95901.

Apr. 15, 1954. © 15Apr54; KK95902.

MANHEIM MANUFACTURING AND BELTING COMPANY. ©

For your heavy duty D and E V-belt drives. New Veelink TD and TE

adjustable V-belt. Folder. Appl. author: Foltz-Wessinger, inc. © 4Dec53; KK92584.

For your heavy duty D and E V-belt drives. New Veelos TD and TE adjustable V-belt. Folder. Appl. author: Foltz-Wessinger, inc. © 4Dec53; KK92585.

Instrucciones para la instalacion de las nuevas correas en v patentadas Veelink TD y TE. (V-belts) Sheet. Appl. author: Foltz-Wessinger, inc. © 30Nov53; KK93080.

New, patented Veelink TD and TE adjustable V-belt. Installation directions. Sheet. Appl. author: Foltz-Wessinger, inc. © 4Dec53; KK92586.

New, patented Veelos TD and TE adjustable V-belt. Installation directions. Sheet. Appl. author: Foltz-Wessinger, inc. © 4Dec53; KK92587.

Para sus transmisiones de correas en V D y E la nueva Veelink correa en V ajustable TD y TE. (V-belts) Folder. Appl. author: Foltz-Wessinger, inc. © 29Dec53; KK93081.

Veelos, the Link V-belt. Sheet. Appl. author: Foltz-Wessinger, inc. © 13May54; KK96607.

MANION, HARRY, d.b.a. BLUE FLASH CHEMICAL COMPANY. SEE Blue Flash Chemical Company.

MANN, DOROTHY. SEE Mitts, Geneva Dorothy Mann.

MANN-PORTER CORPORATION. ©

Safe, grand, lead-free. Enamel paint kit. 59¢. Label. Appl. author: Bertram Mann. © 30Dec53; KK92920.

MANNING-BOWMAN DIVISION, subsidiary of MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company.

MANTELL, JO-MARIE AND MICHAEL JAMES, d.b.a. MICHAEL JAMES. SEE James, Michael.

MARATHON CORPORATION. ©

Hostess waxed paper. Full 75 square feet. Label. Appl. author: Duane Boyd. © 11May54; KK96592.

Nobody has ever offered you this much softness for the money. (Tissue) (In Woman's day, Mar. 1954, p. 130) Appl. author: Young & Rubicam, inc. © Marathon Corp., Northern Paper Mills Division; 25Feb54; KK94954.

This is a close-up of a brand-new kind of toilet tissue. Northern. (In Life, Mar. 8, 1954, p. 7) Appl. author: Young & Rubicam, inc. © Marathon Corp., Northern Paper Mills Division; 5Mar54; KK96021.

To all our good friends in the trade, an important announcement. One representative will now handle all Waxtex and Northern consumer products. (In Cooperative merchandiser, Jan. 1954, p. 22) Appl. author: Young & Rubicam, inc. © Marathon Corp., Northern Paper Mills Division; 1Jan54; KK94955.

Wow, 3 news from Northern. (Tissues) (In Chain store age, Mar. 1954, p. 164) Appl. author: Young & Rubicam, inc. © Marathon Corp., Northern Paper Mills Division; 27Feb54; KK96020.

MARCHAL REPRODUCTIONS CORPORATION. ©

Dear Friend: How many times have you wished you too could have a precious Marchal charm bracelet ...

MARCHAL REPRODUCTIONS CORPORATION.
Cont'd.

Folder. Appl. author: Charles H. Fleishman. © 1Feb54; KK93443.

MARION ELECTRICAL INSTRUMENT COMPANY.
Powerful moving coil mechanism has Gyro-like stability. (In Scientific American, Apr. 1954, p. 53) Appl. author: Meissner & Culver, inc. © Marion Electrical Instrument (in notice: Marion); 1Apr54; KK95907.

MARSH, JOE.
From where I sit. SEE United States Brewers Foundation.

MARSHALL BRASS COMPANY. ©
New Chrome-Flex flexible supply lines, lavatory, closet and sink. Folder. Appl. title: Circus folder. © 1Mar54; KK95597.

MARSHALL FIELD AND COMPANY. ©
Pace. Easter's in the basket, when the fixings come from Field's. (Clothing & other merchandise) (In Chicago daily tribune, Mar. 26, 1954, p. 17) © 26Mar54; KK96004.

Pace. From blueprints to bulldozers, how Field's expands to serve you. (New store) (In Chicago daily tribune, Apr. 23, 1954, p. 21) © 23Apr54; KK96184.

Pace. Members of the wedding, and how Field's fits into the picture. (Clothing & other merchandise) (In Chicago daily tribune, Feb. 24, 1954, p. 21) © 24Feb54; KK93964.

Pace. Spring's the thing, and Field's is where you find it. (Clothing & other merchandise) (In Chicago daily tribune, Mar. 12, 1954, p. 13) © 12Mar54; KK96005.

Pace. The changing scene as seen by Field's, of course. (Home furnishings & other merchandise) (In Chicago daily tribune, Jan. 15, 1954, p. 21) © 15Jan54; KK93300.

Pace. These kids mean business, and Field's is proud to help. (Services) (In Chicago daily tribune, Feb. 2, 1954, p. 17) © 2Feb54; KK93965.

Pace. Through Field's looking glass. (Store windows) (In Chicago daily tribune, May 14, 1954, p. 17) © 14May54; KK96812.

Pace. Working for the future. How Field's retirement program adds up. (Clothing & other merchandise) (In Chicago daily tribune, Feb. 19, 1954, p. 15) © 19Feb54; KK93963.

MARTIN, KENNETH MCKINLEY, owner of NATIONAL WOOD TOY COMPANY. SEE National Wood Toy Company.

MARTIN BAND INSTRUMENT COMPANY. ©
Successful careers in music. The story of trumpeter Chet Baker, outstanding Martin artist. (In the School musician, June 1954, p. 3 of cover) Appl. author: Juhl Advertising Agency. © 1Jun54; KK97488.

MARYLAND ENGINEERING COMPANY. ©
Here's extra insurance for extra profit. Clearview cleans any tank from 100 gallons to 15,000 gallon. Folder. Appl. author: William F. McBride. © 5Apr54; KK95275.

You're sure you haven't forgotten. (Tank cleaning equipment) Folder. Appl. author: William F. McBride. © 12Apr54; KK96241.

MARZETTI (T.) COMPANY. ©

A secret we are glad to share with you, how to make Marzetti's famous cole slaw. (Salad dressing) Folder. Appl. author: Gansey R. Johnson. © 27Feb54; KK94128.

MASON, ORION RALPH.

Logical reasons for color song print. Sheet. © Orion R. Mason; 31Dec53; KK95352.

MASON-NEILAN REGULATOR COMPANY. ©

Moisture control system. Instructions no. 6004. Folder. Appl. author: Leslie Burton Battin. © 6Apr54; KK95167.

Pump speed governors. Instructions no. 6003; parts references. Folder. Appl. author: Leslie Burton Battin. © 19Jan54; KK93132.

60000 series dual selector controller. Instructions no. 2015; parts references. Folder. Appl. author: Thomas Peter Malone. © 6Apr54; KK95166.

Valve sizing on flashing water service. T.D.S. no. 10-10. 4 p. Appl. author: Paul Wing, Jr. © 7Apr54; KK95390.

MASS INSTRUMENTS. ©

The new Mass 76 photoelectric colorimeter & turbidimeter. Folder. Appl. author: Morris Mass. © 19May54; KK96879.

MASTER CHOCOLATE MAKERS.

XXXX Daggett's strawberry whirl. 55 pounds net weight. (Syrup for flavoring ice cream & other food products) Label. © Daggett Chocolate Co., d.b.a. Master Chocolate Makers; 18Jun53; KK93393.

MASTER PRODUCTS COMPANY. ©

The biggest year-end sale in our history. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 13Nov53; KK92859.

Four pages of savings at Master's. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 12Feb54; KK94121.

Get this new banker-approved pen, or your choice of 9 other valuable gifts absolutely free. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 26Mar54; KK95736.

Now, get beautifully lithographed worship church folders ... Take advantage of the Master Sunday-Bulletin Club's special trial offer. Folder. Appl. author: Bruce Milliette Stephen. © Master Sunday-Bulletin Club, a subsidiary of Master Products Co.; 31Dec53; KK92860.

MASTER SUNDAY-BULLETIN CLUB, a subsidiary of MASTER PRODUCTS CO. SEE Master Products Company.

MATEY, WESLEY, d.b.a. WESMAR COMPANY. SEE Wesmar Company.

MATTHEWS, BEATRICE B. ©

Pencil holder. Materials needed ... (Toys) Sheet. © 15Dec53; KK93679.

MAWICKE, TRAN.

For America's defense. SEE General Electric Company.

MAY, ERNEST R. ©

Melani Maid syrup (watermelon nettar) Label. © 19Jun52; KK96571.

MECHANEEERS, INC. ©

The Mechaneeers plan. (Blueprints, statistical programs & the like) Pamphlet. Appl. author: John A. Frink. © 4Feb54; KK96006.

MEDFORD MANUFACTURING COMPANY. ©

When a life hangs in the balance. Haggard's Save-A-Life folding stretcher and fracture board. Folder. Appl. author: James C. Knollin. © 10Mar54; KK95627.

MEIER, ARTHUR G., d.b.a. INLAND PRODUCTS COMPANY. SEE Inland Products Company.

MELDRUM, ANNE HATHAWAY, d.b.a. MELDRUM ENGINEERING COMPANY. SEE Meldrum Engineering Company.

MELDRUM ENGINEERING COMPANY.

Meldrum burners' aid. (Hand cutting torch attachment) Label. © Anne Hathaway Meldrum, d.b.a. Meldrum Engineering Co.; 10Sep52; KK95335.

MEN'S WEAR SALES CORPORATION. ©

Saves you money, saves you time with Tri-Conomy. Sheet. © 29Jan54; KK93195.

MER-CHAIN-TEL PUBLISHING COMPANY.

Reciprocal Mer-Chain-Tel delivery by telephone. Folder. © Mer-Chain-Tel Pub. Co., solely owned by Arthur Braunstein; 24Apr54; KK96546.

MERCHANDISE SELECTORS, INC. ©

All purpose electrified 4 in 1 [cabinet] table. No. A-20. Sheet. Appl. author: Meyer Robbin. © 2Feb54; KK94344.

Free bonus, save \$10. Rug sellout. No. A-27. Sheet. Appl. title: Six piece rug ensemble. Appl. author: Meyer Robbin. © 2Feb54; KK94345.

1/2 price sale. 22 kt. gold dinnerware. Scranton lace tablecloth. No. D-7. Sheet. Appl. author: Meyer Robbin. © 8Mar54; KK95845.

16 piece photo outfit, color flash duo lens camera. No. G16. Sheet. Appl. author: Meyer Robbin. © 2Feb54; KK94343.

Utility and typewriter all steel table & steel chair. No. A-33. Sheet. Appl. author: Meyer Robbin. © 25May54; KK97653.

MERCK AND COMPANY, INC. ©

Harvesting magnesium from the sea. Buried treasure in the ocean, 5 million tons to the cubic mile. (Magnesium compounds) (In This week, July 27, 1952, p. 15) © 27Jul52; KK96554.

More years of useful living. Science helps aged people to walk and work again. (Cortone & Hydrocortone) (In This week, Sept. 21, 1952, p. 19) © 21Sep52; KK96185.

MERGENTHALER LINOTYPE COMPANY. ©

Announcing Linofilm, Linotype's new photo-typesetting machine. (In Editor & publisher, Apr. 17, 1954, p. 58-59) © 16Apr54; KK95681.

MERRELL (WILLIAM S.) COMPANY. ©

Tace, a new approach in the treatment of menopause. (Pharmaceutical) 31 p. © 11Mar54; KK95586.

MERRIAM (G. AND C.) COMPANY. ©

The circle and monogram. Webster's [dictionaries] Folder. Dec. 1953. © 12Nov53; KK92361. Jan. 1954. © 13Jan54; KK93117. Feb. 1954. © 8Feb54; KK94365. Mar. 1954. © 12Mar54; KK94697. Apr. 1954. © 12Apr54; KK95564. May 1954. © 11May54; KK97051.

MERRY MANUFACTURING COMPANY. ©

My Merry dolly's facial kit. Label. © 1Nov53; KK93077.

METAL GLASS PRODUCTS COMPANY. ©
The CHR jacketed San-I-Tank. Bulletin CHR-50. Folder. © 21Dec53; KK93376.

Stainless steel stock pots, a San-I-Tank product. Bulletin SP-51. Sheet. © 21Dec53; KK93206.

Stainless steel syrup cooler. Another San-I-Tank product. Bulletin SC-52. Sheet. © 21Dec53; KK93375.

MEYEROWICH, CHARLES A., d.b.a. WISE-UP COMPANY OF AMERICA. SEE Wise-Up Company of America.

MICHEL'S (PETER J.) INC. ©
Try 'em and see, get M.H.P.H. Speed-up with C-Mon. (Barber tools) Folder. Appl. author: Reginald C. Requa. © 5Nov53; KK92543.

MICHIGAN NATIONAL BANK. ©
Banking that is building Michigan as it is building this community. Battle Creek board. (In the Battle Creek enquirer & news, Jan. 10, 1954, p. 10) Appl. author: The Buchen Co. © 10Jan54; KK93227.

Banking that is building Michigan as it is building this community. Flint board. (In the Flint journal, Jan. 17, 1954, p. 27) Appl. author: The Buchen Co. © 17Jan54; KK93226.

Banking that is building Michigan as it is building this community. Grand Rapids board. (In the Grand Rapids herald, Jan. 10, 1954, p. 25) Appl. author: The Buchen Co. © 10Jan54; KK93228.

Banking that is building Michigan as it is building this community. Lansing board. (In the State journal, Jan. 10, 1954, p. 48) Appl. author: The Buchen Co. © 10Jan54; KK93225.

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It's Bacorn. (Food products) Card. © 2Jan54; KK95127.

MICRO-NUT COMPANY.
Automotive shop, James Glanville, technical editor. Wheel bearing adjustment. (Lock nuts) (In Western automotive service, Nov. 1953, p. 19-21) © Micro-Nut Co., a copartnership consisting of Vance L. Trent & Roy T. Trent; 5Nov53; KK93578.

Dear Sir: No doubt you have often pondered the question of why the tires on stationary axles, on a car or truck ... [Runout comparison chart] (Lock nuts) Folder. © Micro-Nut Co., a copartnership consisting of Vance L. Trent & Roy T. Trent; 3Nov53; KK92715.

MID-CONTINENT PETROLEUM CORPORATION. ©
Facts, not claims about the truly different gasoline. New D-X Ethyl with UCL-plus. (In Iowa farm and home register, June 6,

1954, p. 32-H) Appl. author: J. B. Woodbury. © 6Jun54; KK97684.

Still the best, see this test. New D-X Ethyl [gasoline] with UCL-plus. (In Chicago tribune magazine, June 6, 1954, p. 50) Appl. author: J. B. Woodbury. © 6Jun54; KK97685.

MIDSAL, INC. ©
Bengal Club Chutney. Net wt. 6 1/2 oz. Label. Appl. author: Charles Forbes. © 19Aug53; KK95408.

MID-STATE CLEANERS.
Crease set Perma, sets crease, resists wrinkles. (Fabric dressing) Label. © Bynum Black, t.a. Mid-State Cleaners; 25Jul51; KK97246.

MIDWEST BISCUIT COMPANY. ©
Vista-Pak thin saltine crackers. Net wt. one pound. Label. Appl. author: Sutherland Paper Co. © 21Jun54; KK97579.

MIDWEST INSTRUMENT CORPORATION. ©
Cathode beam kinescope analyzer. (TV picture tube testing machine) Label. © 3Jan54; KK94642.

MIERS, EARL SCHENCK.
B. Franklin. SEE Kingsport Press, inc.

Benjamin Harris. SEE Kingsport Press, inc.

Edward Bellamy. SEE Kingsport Press, inc.

Horatio Alger, Jr. SEE Kingsport Press, inc.

Thomas Paine. SEE Kingsport Press, inc.

U. Sinclair. SEE Kingsport Press, inc.

MILES, CLIFTON E., THOMAS C. WINSTON, LAWRENCE J. LUMB AND DAVID WHITMORE, d.b.a. LMW ENTERPRISES. SEE LMW Enterprises.

MILES, KENNETH M., d.b.a. NUTRITIONAL PUBLISHING COMPANY. SEE Nutritional Publishing Company.

MILES LABORATORIES, INC. ©
Miles ahead. Jan. 1954. Alka-Seltzer. (Pharmaceutical) Folder. © 1Jan54; KK93596.

MILES SHOES, INC. ©
Miles. (Shoe cartons) Label. Appl. author: Frank C. Meyer Co., inc. © 5Jan54; KK92995.

MILLER (FRANK B.) MANUFACTURING COMPANY, INC. ©
Miller aluminum framed sliding glass doors. Folder. Appl. author: Ashby Starr Co. © 29May54; KK97007.

MILLER, JOHN B., d.b.a. R AND M PRODUCTS COMPANY. SEE R and M Products Company.

MILLER (M. A.) MANUFACTURING COMPANY. ©
Manufacturers of the world's largest line of long-life recording and play-back needles. Pres Test card. Folder. © 4Feb54; KK93944.

MILLER, MARTIN, d.b.a. MARTIN MILLER COMPANY. SEE Miller (Martin) Company.

MILLER (MARTIN) COMPANY.
It's a happy title. Pyrofax gas. Sheet. Appl. title: The cookbook. © Martin Miller, d.b.a. Martin Miller Co.; 1Mar54; KK96208.

Mr. Jones, either way, you get full measure. Mobilheat. (Fuel oil) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jan54; KK93085.

Mr. Jones, let your friends in. Mobilheat. (Fuel oil) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jan54; KK93086.

Mr. Jones, unseen, but not unfelt. Mobilheat. (Fuel oil) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jan54; KK93082.

Mr. Jones, why burn your money too? Mobilheat. (Fuel oil) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jan54; KK93084.

Mr. Jones, you'd better look ahead too. Mobilheat. (Fuel oil) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jan54; KK93083.

My [dear] friend, we know what a [whale] of a job [Santa] has this time of y[ear] Sheet. (Fuel oil) Appl. title: Christmas rebus. © Martin Miller, d.b.a. Martin Miller Co.; 1Jan54; KK93194.

MILLER, firm. ©
The cowboy toy watch with moving pictures. Label. Appl. author: Evelyn Stiasny. © 7Sep53; KK93895.

The fairy tale toy watch with moving pictures. Label. Appl. author: Evelyn Stiasny. © 7Sep53; KK93894.

Space explorer's toy watch with moving pictures. Label. Appl. author: Evelyn Stiasny. © 7Sep53; KK93896.

MILLER BREWING COMPANY. ©
After all, it's the champagne of bottle beer. Miller High Life. cCamping scenes Appl. author: C. A. Mathisson. © 25Nov53; KK94757.

After all, it's the champagne of bottle beer. Miller High Life. [Golf scene] (In Argosy, Apr. 1954, p. 3 of cover) Appl. author: C. A. Mathisson. © 1Apr54; KK95240.

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Enjoy life with Miller High Life, the champagne of bottle beer. Appl. author: C. A. Mathisson. © 12Apr54; KK95379.

Enjoy life with Miller High Life, the champagne of bottle beer. [3 1/2 x 9 3/4 in. ad] (In the New York times) Appl. author: C. A. Mathisson. © 8Apr54; KK96097.

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The lady chooses. Miller High Life. [Black haired girl in red dress holding glass] Appl. author: C. A. Mathisson. © 1Nov52; KK96548.

The lady chooses. Miller High Life. [Blonde in red dress, antique theme] Appl. author: C. A. Mathisson. © 15Feb54; KK94758.

MILLER BREWING COMPANY. Cont'd.

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Quality is always in good taste, and good taste is always in Miller High Life. Appl. author: C. A. Mathisson. © 14Apr54; KK95524.

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MILPRINT, INC. ©

Foil dressed baking potato. (Wrapper) Label. © Milprint, inc. (in notice: Packaging Materials Service, a division of Milprint, inc.); 9Jun54; KK97442.

Sta-trim with Letterman's bread. (Wrapper) Label. © 8Feb54; KK93985.

MILWAUKEE SCHOOL OF ENGINEERING. ©

The easy, sound way to save now for his education. Educational savings plan. Poster. © 1Mar54; KK94506.

MINNESOTA CONSOLIDATED CANNERIES, INC. ©

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Your handiest helper is Scotch celophane tape. Got plenty? Tape over prescription labels. (In Parade, Jan. 31, 1954, p. 24) © 31Jan54; KK93529.

MIRACLE MILE ASSOCIATION. ©

You are proud to shop on the Coral Gables Miracle Mile, one of America's most famous shopping streets. (Clothing & other merchandise) (In the Miami herald, Miami, Fla., Feb. 17, 1954, p. 10A-11A) Appl. author: Miracle Mile of Coral Gables Association, inc. © 17Feb54; KK96965.

MIRACLE MILE OF CORAL GABLES ASSOCIATION, INC. ©

Because you love nice things, you shop on the Miracle Mile of Coral Gables. (Clothing & other merchandise) (In the Miami herald, Miami, Fla., Mar. 3, 1954, p. 10-A-11-A) © 3Mar54; KK96238.

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MISSION APPLIANCE CORPORATION. ©

Now, twice the protection against rust. Doubleglas gas water heaters. (In Empire magazine of the Denver post, Mar. 7, 1954, p. 49) © 7Mar54; KK97267.

MRS. DAY'S IDEAL BABY SHOE COMPANY, INC. ©

Ideal Cozy-Mocs. 1161. Label. © 16Mar51; KK94064.

MRS. DE LUCA'S FOODS.

Mrs. De Luca's meat balls in sauce. Net weight 15 ozs. Label. © Thomas De Luca & Rose De Luca, his wife, d.b.a. Mrs. De Luca's Foods; 15Apr54; KK96890.

MITCHELL INDUSTRIAL TIRE COMPANY, INC. ©

Mitco industrial tires. Folder. Appl. author: George W. Power. © 15Jan54; KK93590.

MITTS, GENEVA DOROTHY MANN.

Princess. Red lips and pretty blue eyes. (Phonograph records) Label. © Geneva Dorothy Mann Mitts (in notice: Dorothy Mann); 27Feb54; KK94199.

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New modern long life precision engraved applicator rolls. (In the Paper industry, June 1954, p. 397) Appl. author: Frederick A. Sunderhauf. © 15Jun54; KK97338.

MOE LIGHT, INC.

Catalog M-161. Dealers' price list & buying guide. Effective Sept. 1, 1953. Form no. 207A. (Lighting fixtures) Pamphlet. © Moe Light, inc. (in notice: Moe Light, division of Thomas Industries, inc.); 1Sep53; KK94179.

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Change any room setting at the flick of a switch with Inspiration-lighting [fixtures] Form no. 210A. Folder. © Moe Light Division (in notice: Moe Light, division of Thomas Industries, inc.); 10Oct53; KK94180.

Inspiration-lighting. Retail price list. Effective Sept. 1, 1953. Form no. 212B. Folder. © Moe Light, inc.; 1Sep53; KK94181.

Inspiration-lighting with contemporary fixtures. Form no. 204 A. Folder. © Moe Light (in notice:

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Light where it's needed, when it's needed, with portable lighting by Moe Light. Form [no.] 214. Folder. © Moe Light Division, a.k.a. Moe Light; 25Apr54; KK96468.

Moe Light presents a complete line of Circeline fixtures. Form no. 205B. Sheet. © Moe Light Division; 1Sep53; KK94178.

Moe Light [price tags] Form [no.] 228. (Lighting fixtures) Card. © Moe Light Division, a.k.a. Moe Light; 18Mar54; KK96467.

Moe lights in miniature. Form [no.] 223. (Lighting fixtures) Pamphlet. © Moe Light; 25Feb54 (in notice: 1953); KK94182.

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Wall lighting. Form no. 215. Folder. © Moe Light; 15Jan54; KK94272.

MOHAWK FURNITURE FINISHING PRODUCTS. © Lacover outstanding padding compound for patching finishes. Poster. Appl. author: Frank Donald Pabis. © 1Feb54; KK93854.

MOJONNIER BROTHERS COMPANY. ©

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Mojonnier spray dryers. Bulletin no. 297. Folder. Appl. author: Roy D. Zeff & Associates, inc. © 5Feb54; KK93500.

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MOJUD COMPANY, INC. ©

Mojud magic-motion sheer stockings. Appl. author: Grey Advertising Agency, inc. © 12Mar54; KK96163.

Rest assured Santa, she'll love you for giving Mojud. Mojud stockings and lingerie. (In Life, Dec. 14, 1953, p. 127) Appl. author: Grey Advertising Agency, inc. © 11Dec53; KK94195.

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University of Wisconsin. Introducing Becky Badger. (School folders) Label. © H. Fletcher Monk, d.b.a. Chip Monk Co., Chip Monk Craft, Craf T. Chipmunk; 27Oct53; KK92382.

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MOOG INDUSTRIES, INC. ©
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For enduring beauty, insist on Benjamin Moore paints. (In Better homes and gardens, Mar. 1954, p. 168) Appl. author: Monroe F. Dreher, inc. © 25Feb54; KK97611.

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MOORE, GORDON C. ©
Tri-Rods, new outdoor game. Label. © 8Feb54; KK95270.

MORGAN, RONALD DEAN, d.b.a. SPECIALTY PRODUCTS COMPANY. SEE Specialty Products Company.

MORRELL (JOHN) AND COMPANY. ©
[Baseball cards of] Bob Lemon [and 5 others] Red Heart, the big league dog food. Appl. author: Milton Brooks Horn. © 1Apr54; KK96086.

[Baseball cards of] Gil McDougald [and 8 others] Red Heart, the big league dog food. Appl. author: Milton Brooks Horn. © 1Apr54; KK96087.

[Baseball cards of] Ralph Kiner [and 8 others] Red Heart, the big league dog food. Appl. author: Milton Brooks Horn. © 1Apr54; KK96010.

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MORRISON STEEL PRODUCTS, INC. ©
Morrison Roly-Door steel sectional garage doors. Here are the reasons ... cBrochure Folder. Appl. author: William L. Conner, Jr. © 11Jan54 (in notice: 1953); KK92982.

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Here is a new high in value ... Bodies you can depend on. (Service truck bodies) Folder. Appl. author: Wallace B. Updegrave. © 6Apr54; KK95595.

MOSEDALE, FREDERICK M. ©
Save your time, thumb and vegetables with this wonderful [knife] attachment. Card. © 16Dec53; KK93868.

MOSSTYPE CORPORATION. ©
The Mosstyper. Dec. 1953. Folder. © 11Dec53; KK92880.

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MOTOR WHEEL CORPORATION.

Good-bye to smelly garbage cans and smudgy trash fires. Duo-Therm [gas incinerator] (In Life, Mar. 1, 1954, p. 38) Appl. author: Young & Rubicam, inc. © Duo-Therm Division of Motor Wheel Corp.; 26Feb54; KK96019.

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Instead of this, Research House 1954 has this. New Duo-Therm ... gas incinerator ... (In Architectural products, Jan. 1954, p. 3) Appl. author: Young & Rubicam, inc. © Duo-Therm Division of Motor Wheel Corp.; 15Jan54; KK94938.

New from Duo-Therm. Super-powered forced air heating with oil or gas. (In Mobile Home Manufacturing Association, 1954 yearbook, p. 45) Appl. author: Young & Rubicam, inc. © Duo-Therm Division of Motor Wheel Corp.; 31Dec53; KK94424.

Ride the 1954 Duo-Therm line to profits unlimited. All new, Duo-Therm direct fire gas incinerator ... (In Electrical merchandising, Jan. 1954, p. 54) Appl. author: Young & Rubicam, inc. © Duo-Therm Division of Motor Wheel Corp.; 2Jan54; KK94423.

Ride the 1954 Duo-Therm line to profits unlimited. Get into a big business in a big way. (Heaters) (In Electrical merchandising, Jan. 1954, p. 56) Appl. author: Young & Rubicam, inc. © Duo-Therm Division of Motor Wheel Corp.; 2Jan54; KK94425.

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Ride the 1954 Duo-Therm line to profits unlimited. Put the heat on where the money is. (Heaters) (In Electrical merchandising, Jan. 1954, p. 55) Appl. author: Young & Rubicam, inc. © Duo-Therm Division of Motor Wheel Corp.; 2Jan54; KK94426.

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MOTOROLA, INC. ©

Better see Motorola TV. The smart gift. (In Sunset, Dec. 1, 1953, p. 168) Appl. author: Ruthrauff & Ryan, inc. © 1Dec53; KK93674.

Color sells, and this year color has more sell than ever. Now, the radio line that's first in sales ... (In Mart, Apr. 1954, p. 19) Appl. author: Ruthrauff & Ryan, inc. © 1Apr54; KK95658.

For the finest in big-screen television, Motorola TV with double-power picture. The Beverly, model 21K17. (In Better homes & gardens, Feb. 1954, p. 21) Appl. author: Ruthrauff & Ryan, inc. © 1Feb54; KK94249.

Glare down for clearer picture, sound up for clearer tone. New design eliminates glare and tone-loss. (Television) (In Life, Jan. 25, 1954, p. 155) Appl. author: Ruthrauff & Ryan, inc. © 25Jan54; KK93830.

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Kids, moms, dads, get free comic costumes and masks at your Motorola dealer now. (Television) (In the Comic weekly (Chicago Sunday American), Oct. 18, 1953, p. 8) Appl. author: Ruthrauff & Ryan, inc. © 18Oct53; KK93654.

Make it a musical Christmas for every member of the family with Motorola radios. (In Pictorial review (Chicago American), Dec. 13, 1953, p. 3) Appl. author: Ruthrauff & Ryan, inc. © 13Dec53; KK93199.

Motorola brings you the double-power picture today's bigger screens demand. More power for distance, more power for clarity. (In Farm journal, Feb. 1, 1954, p. 26) Appl. author: Ruthrauff & Ryan, inc. © 1Feb54; KK94269.

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Motorola gives you glare down for clearer picture, sound up for clearer tone. (Television) (In Life, Feb. 15, 1954, p. 93) Appl. author: Ruthrauff & Ryan, inc. © 15Feb54; KK95755.

Now for '54, better see Motorola TV with new double-power picture. New Pictron power unit and new concentrated power chassis ... (In the Saturday evening post, Nov. 7, 1953, p. 48) Appl. author: Ruthrauff & Ryan, inc. © 7Nov53; KK92826.

Now for '54, better see Motorola TV with new double-power picture. Prices start at \$179.95. (In Farm journal, Dec. 1, 1953, p. 6) Appl. author: Ruthrauff & Ryan, inc. © 1Dec53; KK93826.

Only Motorola radios have extended tone speaker. (In Life, Feb. 8, 1954, p. 48) Appl. author: Ruthrauff & Ryan, inc. © 8Feb54; KK94246.

Only Motorola radios have extended tone speaker. At last, a bigger speaker in a smaller set. (In Successful farming, Apr. 1, 1954, p. 40) Appl. author: Ruthrauff & Ryan, inc. © 1Apr54; KK95685.

Only Motorola radios have extended tone speaker. Model 63X1A, shown here ... (In the Progressive farmer, Feb. 1, 1954, p. 133) Appl. author: Ruthrauff & Ryan, inc. © 1Feb54; KK94247.

The quiet observer learns the secret of higher quality at lower cost. (Radios, television) (In the Wall Street journal, Nov. 12, 1953, p. 7) Appl. author: Ruthrauff & Ryan, inc. © 12Nov53; KK93616.

The quiet observer sees the invisible ingredient, teamwork with a new twist. [Ice hockey game] (Television sets) (In the Wall Street journal, Dec. 8, 1953, p. 13) Appl. author: Ruthrauff & Ryan, inc. © 8Dec53; KK93561.

The quiet observer takes a long view of the future in electronics. (Radios, television) (In the Wall Street journal, Oct. 15, 1953, p. 3) Appl. author: Ruthrauff & Ryan, inc. © 15Oct53; KK93615.

The season's hottest radio promotion. Color sells, and this year color has more sell than ever. (In Jewelers' circular-keystone, Apr. 1, 1954, p. 49-50) Appl. author: Ruthrauff & Ryan, inc. © 1Apr54; KK95655.

The smart gift, a custom-styled Motorola TV for your home this Christmas. [Endorsed by] Marion Claire. (In Chicago Sunday tribune, Dec. 13, 1953, p. 5) Appl. author: Ruthrauff & Ryan, inc. © 13Dec53; KK93200.

Travel and play with Motorola [radios] Only from Motorola, portables in America's new favorite colors. (In Life, May 24, 1954, p. 14) Appl. author: Ruthrauff & Ryan, inc. © 24May54; KK97391.

Two other points to remember, better see Motorola TV with double-power picture. (In Register of graduates and former cadets of the United States Military Academy, Jan. 1, 1953, p. 127) Appl. author: Ruthrauff & Ryan, inc. © 1Jan53; KK93675.

MOUNT AIRY KNITTING COMPANY. ©

Spencer's babies are best-dressed on a budget. (Baby underwear) (In Good housekeeping, Nov. 1952, p. 264) © 1Nov52; KK94551.

MOUNT HOPE MACHINERY COMPANY. ©

Model S selvage switch engineered to cut tenting costs. Sheet. Appl. author: George T. Metcalf Co. © 5May54; KK96124.

Mount Hope fully automatic continuous roll feeds, non-lapping n/p rolls ... Sheet. Appl. author: George T. Metcalf Co. © 19Apr54; KK95931.

Mount Hope model S selvage uncurlers with automatic tension control ... Sheet. Appl. author: George T. Metcalf Co. © 19Apr54; KK95930.

MOVADO WATCH AGENCY, INC. ©

The most desired watch of all. [3 ladies' watches] (In the New Yorker, Apr. 24, 1954, p. 95) Appl. author: Hubert R. Sweet. © 22Apr54; KK96050.

Self-winding calendar watches. (In the New Yorker, May 15, 1954, p. 73) Appl. author: Hubert R. Sweet. © 13May54; KK96306.

Slender as a silhouette. (In Vogue, Apr. 1, 1954, p. 170) Appl. author: Hubert R. Sweet. © 1Apr54; KK95358.

MOXIE COMPANY. ©

Dietary beverage. Moxie sugar free non-fattening. Contents 1 pt. 10 fl. ozs. (Non-alcoholic carbonated beverage) Label. © 1Mar54; KK94734.

Sugar free Moxie, non-fattening dietetic. Contents 1 pt. 10 fl. ozs. (Non-alcoholic carbonated beverage) Label. © 20Nov53; KK93470.

MRACEK, MILO FRANK, AND SAM ALFRED GIANINO, d.b.a. M. G. ENTERPRISES. SEE M. G. Enterprises.

MUELLER (C. F.) COMPANY. ©

Egg noodles. 8 oz. net wt. Label. © 2Mar54; KK94824.

Macaroni. 8 oz. net wt. Label. © 25Nov53; KK93108.

Macaroni. One pound net. Label. © 2Dec53; KK93109.

Spaghetti. 8 oz. net wt. Label. © 24Nov53; KK93107.

Spaghetti. Free Offer. One pound net. Label. © 1Apr54; KK95918.

Spaghetti. One pound net. Label. © 18Nov53; KK93106.

Thin spaghetti. 8 oz. net wt. Label. © 9Nov53; KK93104.

Thin spaghetti. Free offer. One pound net. Label. © 1Apr54; KK95919.

Thin spaghetti. One pound net. Label. © 24Nov53; KK93105.

MUELLER (DON E.) COMPANY. ©

The Polka Dot paint store. Sheet. © 6Mar54; KK95367.

MULLINS MANUFACTURING CORPORATION. ©

New Diana-style Youngstown Kitchens. Big 66-inch twin-bowl Youngstown Kitchens cabinet sink, \$139.95. (In Sunset, Feb. 1954, p. 163) Appl. author: Brooke, Smith, French & Dorrance. © 22Jan54; KK93299.

New Diana-style Youngstown Kitchens. Big 66-inch twin-bowl Youngstown Kitchens cabinet sink, only \$134.95. (In American home, Feb. 1954, p. 69) Appl. author: Brooke, Smith, French & Dorrance. © 20Jan54; KK92901.

New Diana-style Youngstown Kitchens. Everything blends into the built-in look. (In Ladies' home journal, Jan. 1954, p. 60-61) Appl. author: Brooke, Smith, French & Dorrance. © 28Dec53 (in notice: 1954); KK92851.

New Diana-style Youngstown Kitchens. More kitchen features than ever before in any given space. (In Woman's home companion, Mar. 1954, p. 109) Appl. author: Brooke, Smith, French & Dorrance. © 15Feb54; KK93804.

New Diana-style Youngstown Kitchens. Storage space galore, work surfaces aplenty. (In Better homes & gardens, Jan. 1954, p. 21) Appl. author: Brooke, Smith, French & Dorrance, inc. © 22Dec53 (in notice: 1954); KK92850.

New Diana-style Youngstown Kitchens. Storage space, work surfaces aplenty. (In Good housekeeping, Jan. 1954, p. 41) Appl. author: Brooke, Smith, French & Dorrance. © 28Dec53; KK92852.

New Diana-style Youngstown Kitchens. The first all-new kitchen advance in 19 years can be yours now, for as little as \$2.25 a week. (In Coronet, Mar. 1954, p. 20) Appl. author: Brooke, Smith, French & Dorrance. © 23Feb54; KK93859.

What dream kitchens are made of now, says Arlene Francis. All-new single-bowl and double-bowl ... Diana-style Youngstown steel Kitchens. (In Coronet, May 1954, p. 17) Appl. author: Brooke, Smith, French & Dorrance, inc. © 19Apr54; KK95692.

What dream kitchens are made of now, says Arlene Francis. Now go a step beyond your kitchen dreams ... (In Sunset, May 1954, p. 212) Appl. author: Brooke, Smith, French & Dorrance, inc. © 14Apr54; KK96804.

What dream kitchens are made of now, says Arlene Francis. They introduce an all-new concept ... Diana-style Youngstown steel Kitchens. (In Better homes & gardens, May 1954, p. 121) Appl. author: Brooke, Smith, French & Dorrance, inc. © 20Apr54; KK95691.

MULTI-CLEAN PRODUCTS, INC. © Multi-Clean Florule. (Chemical) Label. Appl. author: Harold C. Walker. © 1Dec53; KK93626.

MULTIPLAY COMPANY. © Multiplay; a new and fascinating game for those who know the multiplication table. Label. Appl. author: William Henry Robertson. © 23Feb54; KK94545.

MULTISONIC PRODUCTS. © Reco-Cushn, for record changers. Label. © 3Apr54; KK95908.

MULTISTAMP COMPANY, INC. © Follow the leaders, use Multistamp hand stamp stencil duplicator and eliminate shipping labels. Print direct on cartons, boxes, packages. (In Flow, Jan. 1954, p. 107) © 15Jan54; KK93743.

MUNSON, INC. © For the first time ever in the greeting card industry, the cards are now stacked in your favor ... (In Chain store age, grocery executives ed., Mar. 1954, p. 22-23) Appl. author: The Alden Co. © 1Mar54; KK96424.

Remember, for the nicest people you can greet. (Greeting cards) (In Life, Mar. 15, 1954, p. 94-95) Appl. author: The Alden Co. © 12Mar54; KK96425.

MURPHY (G. C.) COMPANY. © Fuzzee-wuzzee bunny basket. (Easter candy) Label. Appl. author: Francis R. Madden. © 5Mar54; KK95877.

MURRAY MANUFACTURING COMPANY. © Popular, profitable garden hardware. Folder. Appl. author: Donald B. Murray. © 27Apr54; KK96683.

MUTUAL ORANGE DISTRIBUTORS. © Pure Gold California oranges. [Baby design] Label. Appl. author: N. S. Honeywell and others. © 12Mar54; KK95512.

MYERS BEVERAGES, INC. © Blen-D'or extra fine grape soda. Contents 1 pt. 12 fl. ozs. Label. Appl. author: Israel Myers. © 3Mar54; KK94213.

MYSTIK ADHESIVE PRODUCTS, division of CHICAGO SHOW PRINTING COMPANY. SEE Chicago Show Printing Company.

MYTINGER AND CASSELBERRY, INC. © When your doorbell rings, listen. Nutrilite, a distinguished product among food supplements. (In Life, Feb. 1953) © 16Feb53; KK97493.

N

NAFTONE, INC. © Good products make good friends. Oronite Naphthenate driers. (In the American paint and wallpaper dealer, May 1954, p. 94) © 15Apr54; KK97229.

Have you the answers? (Paint additive) (In American paint journal, Dec. 7, 1953, p. 5) © 7Dec53; KK92847.

Oronite Naphthenate driers are guaranteed to be free of modifying agents ... (In American paint journal, Feb. 1, 1954, p. 31) © 1Feb54; KK93641.

NATIONAL ASSOCIATION FOR MENTAL HEALTH, INC. © What every child needs. Love, security, acceptance, faith. (Books) Folder. © 8Mar54; KK96791.

NATIONAL BIRD CONTROL LABORATORIES. Keep 'em flying with Roost No More. (Bird repellent) Card. © Joseph H. Fink, d.b.a. National Bird Control Laboratories.

Hey look, the gang found a house without Roost No More. © 5Mar54; KK94256.

It all started when people began using Roost No More. © 5Mar54; KK94258.

Jet power nothing, he landed on some Roost No More. © 5Mar54; KK94261.

Roost No More sure made a bum out'ta me. © 5Mar54; KK94260.

That's to remind me to buy some Roost No More to keep my mother-in-law away. © 5Mar54; KK94257.

2 large rooms, and never been touched by Roost No More. © 5Mar54; KK94259.

NATIONAL COUNCIL OF TECHNICAL SCHOOLS. © Join the engineering team, become an

engineering technician in one of these industries. Sheet. © 12Feb54; KK95114.

NATIONAL CYLINDER GAS COMPANY. © Two-way escape from production dilemmas. (Flame cutting equipment) (In Time, Dec. 8, 1952, p. 102) © 8Dec52; KK95486.

NATIONAL ELECTRIC PRODUCTS CORPORATION. ©

All right, I give up. (cDo it yourself no. 1) Sheet. Appl. author: Dudley Wallace Rice. © 1Apr54; KK96392.

He always was a believer in that do it yourself idea. (cDo it yourself no. 5) Sheet. Appl. author: Dudley Wallace Rice. © 1Apr54; KK96396.

He believes in that do your own electrical repairs ... (cDo it yourself no. 3) Sheet. Appl. author: Dudley Wallace Rice. © 1Apr54; KK96394.

He got interested in that do your own electric repairs idea. cDo it yourself no. 4. Sheet. Appl. author: Dudley Wallace Rice. © 1Apr54; KK96395.

O. K. wiring expert, now how are you at putting out your do it yourself fires? (cDo it yourself no. 6) Sheet. Appl. author: Dudley Wallace Rice. © 1Apr54; KK96077.

Screwtny did some of that do it yourself rewiring, but I finally figured it out. (cDo it yourself no. 2) Sheet. Appl. author: Dudley Wallace Rice. © 1Apr54; KK96393.

NATIONAL HOMES CORPORATION. ©

Be sure to see National Homes' Cadet, a home that can be yours if you make \$45 a week. (Prefabricated houses) (In the American weekly, Dec. 27, 1953, p. 3) Appl. author: Applegate Advertising Agency. © 27Dec53; KK92517.

Builders, here's the only really low-cost [prefabricated] house for big volume, assured profits. National Homes' new Cadet. (In House & home, Mar. 1954, p. 4 of cover) Appl. author: Applegate Advertising Agency. © 1Mar54; KK95036.

Builders, think what you can do with National's Cadet, a home that can be sold to anyone making \$45 per week. (Prefabricated houses) (In American builder, Jan. 1954, p. 215) Appl. author: Applegate Advertising Agency. © 1Jan54; KK93088.

Builders, you can sell the new National Cadet home to anyone making \$45 a week. (Prefabricated houses) (In House & home, Dec. 1953, p. 4 of cover) Appl. author: Applegate Advertising Agency. © 1Dec53; KK92720.

For a lifetime of pleasant living, National Homes presents the 1954 Rangers. (Prefabricated houses) Folder. Appl. author: Applegate Advertising Agency. © 18Jan54; KK94051.

National Homes opens up tremendous new market for investors. The new National Cadet ... (Prefabricated houses) Appl. author: Applegate Advertising Agency. © 22Dec53 (in notice: 1954); KK92837.

New Cadet scoops builders show. (Prefabricated houses) (In NAHB correlator, Feb. 1954, p. 59-60) Appl. author: Applegate Advertising Agency. © 5Feb54; KK94052.

NATIONAL HOMES CORPORATION. Cont'd.

Owners of National homes enjoy low maintenance cost. (Prefabricated houses) (In the Mortgage banker, June 1954, p. 2 of cover) Appl. author: Applegate Advertising Agency. © 15May54; KK97018.

Special design features for 1954 Nationals, garages. (Prefabricated houses) Folder. Appl. author: Applegate Advertising Agency. © 15Nov53; KK92929.

This complete home can be yours if you make \$45 or more a week. 1954 Cadets. (Prefabricated houses) Folder. Appl. author: Applegate Advertising Agency. © 4Jan54 (in notice: 1953); KK92836.

Thousands of families ready to buy ... Build National's new Cadet, profit from this waiting, untapped market. (Prefabricated houses) (In American builder, Apr. 1954, p. 501) Appl. author: Applegate Advertising Agency. © 1Apr54; KK96862.

NATIONAL PNEUMATIC COMPANY, INC. ©
Hydraulic Power Check precision feed controller. Bulletin DC-208-C. (Device for machine tools) Folder. © 28Dec53; KK92505.

NATIONAL POOL EQUIPMENT COMPANY. ©
Complete service and equipment for the swimming pool. Folder. © 19Dec53; KK94075.

NATIONAL POTATO CHIP SERVICES.
Mi-T-Fine potato chips builds business for you. My name is Chipper. (In the Dallas retail grocer, Mar. 1954, p. 4 of cover) © Lewis Tredway Furnell, d.b.a. National Potato Chip Services; 15Mar54; KK95598.

NATIONAL PRESSURE COOKER COMPANY. ©
Amazing steam-ironing combination offer. You get this ... Presto steam-ironing table ... Presto automatic Vapor-Steam iron. (In Ladies' home journal, Oct. 1952, p. 155) Appl. author: Ruthrauff & Ryan, inc. © 10Oct52; KK95176.

Amazing steam-ironing combination offer. You get this ... Presto steam-ironing table ... Presto automatic Vapor-Steam iron. (In Sunset, Oct. 1952, p. 139) Appl. author: Ruthrauff & Ryan, inc. © 10Oct52; KK95751.

At last, all 4 in one amazing iron. Presto automatic Vapor-Steam iron. (In McCall's, May 1, 1952, p. 95) Appl. author: Ruthrauff & Ryan, inc. © 1May52; KK95174.

Christmas gift for folks who have almost everything. Give a Frymaster for better fried foods, faster. National Presto cookers. (In the Saturday evening post, Dec. 6, 1952, p. 4) Appl. author: Ruthrauff & Ryan, inc. © 6Dec52; KK97394.

Crisp, flavor-full deep-fried treats in minutes, at home. Presto automatic Deep-Fryer. (In Good housekeeping, Apr. 1, 1953, p. 245) Appl. author: Ruthrauff & Ryan, inc. © 1Apr53 (in notice: 1952); KK94851.

I've got designs on the gift I'm giving my wife. Presto automatic Deep-Fryer. Amazing new way to deep fry all foods ... (In Better homes & gardens, Dec. 1, 1952, p. 107) Appl. author: Ruthrauff & Ryan, inc. © 1Dec52; KK96445.

I've got designs on the gift I'm giving my wife. Presto automatic Deep-Fryer. Amazing new way to deep fry all foods ... (In Esquire, Dec. 1952, p. 228) Appl. author: Ruthrauff & Ryan, inc. © 1Dec52; KK95173.

I've got designs on the gift I'm giving my wife. Presto automatic Deep-Fryer. New, easy way to deep-fry all foods ... (In the Saturday evening post, Nov. 29, 1952, p. 121) Appl. author: Ruthrauff & Ryan, inc. © 29Nov52; KK95177.

I've got designs on the gift I'm giving my wife. Presto automatic Deep-Fryer. So quick, so economical to deep-fry ... (In Argosy, Dec. 1, 1952, p. 6) Appl. author: Ruthrauff & Ryan, inc. © 1Dec52; KK95756.

Make his favorite slow-cooked dishes the speedy Presto way. (In Woman's day, Nov. 1, 1952, p. 156) Appl. author: Ruthrauff & Ryan, inc. © 1Nov52; KK95750.

Now give exciting variety to every day meals as expertly as a French chef. Presto automatic Deep-Fryer. (In Good housekeeping, Nov. 1, 1952, p. 26) Appl. author: Ruthrauff & Ryan, inc. © 1Nov52; KK93823.

Presto free trial offer. Best iron ever made, your money back if you don't agree. Presto Vapor-Steam iron. (In the Bremerton sun, Bremerton, Wash., Nov. 19, 1952, p. 3) Appl. author: Ruthrauff & Ryan, inc. © 19Nov52; KK97392.

Safety, speed in canning, cooking. Presto pressure canner. (In the Southern planter, Mar. 1953, p. 46) Appl. author: Ruthrauff & Ryan, inc. © 1Mar53; KK95175.

The whole family's glad when you make this the Christmas she gets her Presto [cooker] (In the Saturday evening post, Nov. 22, 1952, p. 152) Appl. author: Ruthrauff & Ryan, inc. © 22Nov52; KK97396.

The whole family's glad when you make this the Christmas she gets her Presto [cooker] (In Woman's home companion, Dec. 1952, p. 12) Appl. author: Ruthrauff & Ryan, inc. © 1Dec52; KK95654.

Your money back if you don't agree. Everything irons better with a Presto Vapor-Steam iron. (In Life, Mar. 9, 1953, p. 53) Appl. author: Ruthrauff & Ryan, inc. © 9Mar53; KK96441.

Yours free of extra cost. 6-piece chicken-in-the-basket set with Presto automatic Deep-Fryer. (In Life, May 4, 1953, p. 119) Appl. author: Ruthrauff & Ryan, inc. © 4May53; KK95748.

NATIONAL PRESTO INDUSTRIES, INC. ©
Better, easier ironing for everything. National Presto automatic Vapor-Steam iron. (In Good housekeeping, Dec. 1, 1953, p. 194) Appl. author: Ruthrauff & Ryan, inc. © 1Dec53; KK95653.

Give the lady what she wants most. A Presto Christmas. Presto cooker, automatic Deep-Fryer, automatic Vapor-Steam iron, automatic Coffee Maker. (In Life, Nov. 30, 1953, p. 117) Appl. author: Ruthrauff & Ryan, inc. © 30Nov53; KK95754.

Give the lady what she wants most, and she'll deep fry like a French

chef. Presto automatic Deep-Fryer. cBlack & white (In Esquire, Dec. 1, 1953, p. 237) Appl. author: Ruthrauff & Ryan, inc. © 1Dec53; KK94855.

Give the lady what she wants most, and she'll deep fry like a French chef. Presto automatic Deep-Fryer. cColor (In the Saturday evening post, Dec. 5, 1953, p. 155) Appl. author: Ruthrauff & Ryan, inc. © 5Dec53; KK95660.

Give the lady what she wants most, wonderful meals in a matter of minutes. New Speedy Presto cooker. (In the Saturday evening post, Dec. 5, 1953, p. 17) Appl. author: Ruthrauff & Ryan, inc. © 5Dec53; KK95659.

Introducing the most exciting new appliance in years. Presto automatic electric skillet. (In the New York times magazine, Mar. 28, 1954, p. 36) © 28Mar54; KK96154.

Presto pork chops, 12 minutes. (Pressure cooker) (In True story, v. 69, no. 10, p. 39) © 7May54; KK96156.

Presto proudly announces the most exciting electrical appliance in years. New Presto automatic electric skillet. (In Retailing daily, Jan. 15, 1954, p. 29) Appl. author: Ruthrauff & Ryan, inc. © 15Jan54; KK93829.

Presto, the only tap water Vapor Steam iron with scorch preventer. (In This week (supplement of the Sunday star), Washington, D. C., May 2, 1954, p. 22) © 2May54; KK97402.

Save almost half on Ballerina stainless tableware with Presto cookers. (In Life, May 11, 1953, p. 12) Appl. author: Ruthrauff & Ryan, inc. © 11May53; KK95753.

She'll stay in love for years with her Presto automatic coffee maker. (In Modern bride, summer 1954, p. 135) © 9Apr54; KK96155.

A smash success in opening markets. New Presto automatic coffee maker. (In Electrical merchandising, Jan. 1954, p. 217) Appl. author: Ruthrauff & Ryan, inc. © 1Jan54; KK93828.

Soup m-m-m-stew you bet, plus 300 deliciously different dishes ... Enjoy more mealtime variety than ever before. Presto cookers. (In Life, Apr. 20, 1953, p. 144) Appl. author: Ruthrauff & Ryan, inc. © 20Apr53; KK95749.

Soup m-m-m-stew you bet, plus 300 deliciously different dishes ... Give your family more mealtime variety ... Presto cookers. (In Woman's home companion, Mar. 1, 1953, p. 129) Appl. author: Ruthrauff & Ryan, inc. © 1Mar53; KK95752.

What every woman wants for Christmas. Presto Vapor-Steam iron. (In Better homes & gardens, Dec. 1, 1953, p. 198) Appl. author: Ruthrauff & Ryan, inc. © 1Dec53; KK94854.

Your money back if you don't agree. Everything irons better with a Presto Vapor-Steam iron. (In Good housekeeping, June 1, 1953, p. 199) Appl. author: Ruthrauff & Ryan, inc. © 1Jun53; KK95172.

Yours for only \$1.00, this \$2.98 value ironing pad and cover set ... Presto Vapor-Steam and dry iron. (In Life, Oct. 5, 1953, p. 96) Appl. author: Ruthrauff & Ryan, inc. © 5Oct53; KK95811.

NATIONAL RESEARCH CORPORATION. ©
Vacuum gauges, model 701 thermo-
couple gauge control and acces-
sories. Sheet. © 24Feb54;
KK94380.

NATIONAL RETAIL HARDWARE ASSOCIA-
TION. ©
Gifts for men of all ages where you
see this emblem. Ihra. (In Wom-
an's home companion, Dec. 1949, p.
162) Appl. author: Glenn, Jor-
dan, Stoetzel, inc. © 15Dec49;
KK93358.

Here's one Santa Claus you can be-
lieve in. Behind the whiskers ...
your friendly, home town hardware-
man. (In the Saturday evening
post, Dec. 6, 1952, p. 171) Appl.
author: Glenn, Jordan, Stoetzel,
inc. © 6Dec52; KK94977.

NATIONAL RURAL ELECTRIC COOPERATIVE
ASSOCIATION. ©
Don't forget to pay your bill.
Sheet. Appl. author: William S.
Roberts. © 10Dec53; KK92610.

Just another local business. Sheet.
Appl. author: William S. Roberts.
© 3Mar54; KK95139.

National farm safety week, July 25
to 31. Sheet. Appl. author:
William S. Roberts. © 15Jun54;
KK97502.

That's the Second National bank?
Sheet. Appl. author: William S.
Roberts. © 10Dec53; KK92611.

Why should we go to the annual meet-
ing? Sheet. Appl. author: Wil-
liam S. Roberts. © 14May54;
KK96555.

Willie Wiredhand says: I'm checking
the plans for this automatic elec-
tric water system ... Sheet.
Appl. author: William S. Roberts.
© 3Apr54; KK95737.

Willie Wiredhand says: The modern
dairy farm is an electric farm.
Sheet. Appl. author: William S.
Roberts. © 3Mar54; KK94469.

Willie Wiredhand says: You won't
have to let hot, sticky, moisture
laden air sap your strength ...
Sheet. Appl. author: William S.
Roberts. © 14May54; KK96556.

NATIONAL TUBE DIVISION, UNITED STATES
STEEL COMPANY. SEE United States
Steel Corporation.

NATIONAL WELDING EQUIPMENT COMPANY. ©
Air-gas torches, by National of Cal-
ifornia. 35 p. Appl. author:
Ernest Ludwig Mathy. © 27May54;
KK96839.

NATIONAL WOOD TOY COMPANY.
New, hold everything. Whoa pony
swing. Sheets. © National Wood
Toy Co., Kenneth McKinley Martin,
owner; 9Sep46; KK93940.

NECCHI. ©
With the new 1954 Necchi, all you
have to do is watch. (Sewing ma-
chine) Appl. author: Doyle Dane
Bernbach, inc. © 1Mar54; KK95609.

NEEDLE WORKERS ASSOCIATION OF AMERICA
INDEPENDENT. ©
Union label [attached to clothing]
Series CXL. © 12Dec53; KK93659.

NEUMAN-MARCUS COMPANY. ©
Bright red. (Fur) © 12May54;
KK96290.

Call RI-6911 for fine Neiman-Marcus
cold fur storage, cleaning and re-
modeling. © 3Jun54; KK97636.

Dark ranch mink shaped into a deeply
curved cape-stole ... Portrait
mink stole. © 7Apr54; KK95192.

Dear, mink jackets are the newest,
the smartest, absolutely the most
exciting fur fashion this year.
(In the Dallas morning news, Dec.
20, 1953) © 20Dec53; KK92343.

Every mink stole you see, 995.00.
© 21Mar54; KK94819.

Final clearance of mink and other
fine N-M furs. © 21Feb54;
KK93892.

Final January fur clearance.
© 24Jan54; KK93238.

Fur sale. Stop dreaming, this is
your golden chance. (In the
Dallas morning news) © 6Jan54;
KK92819.

Fur travel stole. © 14Apr54;
KK95386.

The greatest mink values of the sea-
son, 650.00 to 1195.00. (In the
Dallas morning news, Jan. 31, 1954,
p. 7) © 31Jan54; KK93439.

In five mink colors. © 28Apr54;
KK95858.

The laws of nature vs. law. (Fur)
© 10Mar54; KK94334.

Mink news. (In the Dallas morning
news, Mar. 24, 1954) © 24Mar54;
KK94859.

The mink waistlet, a wonderful, new
just-to-the-waist wrap with deep
tapering sleeves, a cape back.
(In the Dallas morning news, Feb.
7, 1954, p. 3) © 7Feb54;
KK93644.

New mink length. © 11Apr54;
KK95318.

New way with mink. © 21Apr54;
KK95559.

News in mink prices. © 16Jun54;
KK97404.

Only 4 more days of our annual Janu-
ary fur sale. © 27Jan54;
KK93239.

Palomino. Lucky us, we captured
half the year's supply of this
precious, honey-color mink.
© 9May54; KK96723.

Presenting an exciting purchase of
9 choice new mink coats and jack-
ets, at savings of 580.00 to
3000.00. © 13Jan54; KK92996.

Prophetic furs. © 26May54;
KK96834.

Royal pastel mink, 850.00.
© 30May54; KK96935.

Seen everywhere, the little fox.
(Fur) © 9Jun54; KK97158.

Special purchase and sale of dyed
southwest African Persian lamb.
(Fur) © 21Jan54; KK93010.

Treasured Royal pastel mink, 995.00.
(In the Dallas morning news, Dec.
26, 1953) © 26Dec53; KK92344.

Watch for foxes. The fashion-first
fur. © 17Mar54; KK94500.

NELLY BEE PRODUCTS.

Finger looping, a fascinating new
craft for making rugs, pot hold-
ers, chair seats, table mats.
(Hosiery looper clips) Folder.
© Nelly Bee Products, a partner-
ship composed of Nell E. Boyer &
Maxwell J. Boyer; 12May54;
KK96305.

NELSON, ALVIN SMITH. ©

Save time and mother with the safest
stroller made. Toter. Folder.
© 17Mar54; KK96119.

NELSON, CARL A. ©

Ocean Kelp Kelp-Ettes. Approximate
weight 6 1/2 oz. (Food product)
Label. © 8Feb54; KK94635.

NESCO, INC. ©

Fryrite, for the woman who takes
pride in her cooking. (Automatic
electric deep fryer) (In the
American weekly, May 23, 1954, p.
23) Appl. author: Western Adver-
tising Agency. © 23May54;
KK96842.

Nesco [roaster-oven] for the woman
who takes pride in her cooking.
(In the American weekly, May 2,
1954, p. 21) Appl. author: West-
ern Advertising Agency. © 2May54;
KK96100.

Perfect for use with O-Cedar sponge
mops. Nesco Oval pail. (In the
American weekly, Feb. 21, 1954, p.
14) Appl. author: Western Adver-
tising Agency. © 21Feb54;
KK93933.

Perfect for use with O-Cedar sponge
mops. Nesco Oval, the pail that
stays put, on stairs, on ladders,
anywhere. (In the American week-
ly, Feb. 21, 1954, p. 14) Appl.
author: Western Advertising
Agency. © 21Feb54; KK94799.

The whole family goes for Nesco pic-
nic plaid, with the new exclusive
Kiddy-Pic basket. (In Parade,
June 20, 1954, p. 10) Appl. au-
thor: Western Advertising Agency.
© 20Jun54; KK97558.

You'll lose your heart to Nesco
linen and love it. (Housewares)
(In Parade, Jan. 24, 1954, p. 9)
Appl. author: Western Advertising
Agency. © 24Jan54; KK94800.

NESTLÉ COMPANY, INC. ©

Amazing new way to bake. Nestlé's
Frost 'N' Bake fudge cake. Semi-
sweet chocolate. (In Parade, Mar.
21, 1954, p. 18) © 21Mar54;
KK94810.

Beat high coffee prices. 25¢ off on
the 6-oz. jar of Nescafé instant
coffee. Save 15¢ too, on the 2
oz. jar. (In St. Louis post dis-
patch, Feb. 4, 1954, p. 6C)
Appl. author: Sherman & Marquette,
inc. © 4Feb54; KK93496.

Beat high coffee prices. 25¢ off
on the 6-oz. jar of Nescafé in-
stant coffee. (In the Indianapo-
lis news, Jan. 28, 1954, p. 42)
Appl. author: Sherman & Marquette,
inc. © 28Jan54; KK93455.

Here's a close look at today's cof-
fee picture. Nescafé instant cof-
fee. (In Super market merchandis-
ing, May 1954, p. 227) Appl. au-
thor: Sherman & Marquette, inc.
© 6May54; KK96729.

Known the world over for quality.
(Various food products) (In the
Quartermaster review, Mar.-Apr.
1954, p. 2 of cover) Appl. au-
thor: Sherman & Marquette, inc.
© 1Apr54; KK95747.

Mr. Grocer: Don't lose profitable
coffee volume. Nescafé. (In Pro-
gressive grocer, Mar. 1954, p. 14)
Appl. author: Sherman & Marquette,
inc. © 25Mar54; KK95574.

Mr. Grocer: Prove it yourself. See
why today's big swing is to new
Nescafé. (Coffee) (In Chain
store age, Dec. 1953, p. 27)
Appl. author: Sherman & Marquette,
inc. © 30Nov53; KK92376.

New Nescafé 100 % pure coffee.
[Text of ad in Hebrew] (In Jewish
daily forward, Apr. 1, 1954, p.
10) Appl. author: Sherman & Mar-
quette, inc. © 1Apr54; KK95894.

New Nescafé 100 % pure coffee,
brings you better flavor than
ground coffee. Nescafé is pure,
choice coffee ... (In Hamilton

NESTLE COMPANY, INC. Cont'd.

- journal, Apr. 8, 1954, p. 28)
Appl. author: Sherman & Marquette, inc. © 8Apr54; KK95851.
- New Nescafé 100 % pure coffee, brings you better flavor than ground coffee. New jet process explodes pure coffee ... (In Life, Apr. 12, 1954, p. 119)
Appl. author: Sherman & Marquette, inc. © 9Apr54; KK95142.
- New Nescafé 100 % pure coffee, brings you better flavor than ground coffee. Yes, get better flavor cup after cup or your money back. (In the Knickerbocker news, Apr. 1, 1954, p. 28) Appl. author: Sherman & Marquette, inc. © 1Apr54; KK95573.
- New Nescafé 100 % pure coffee, consistently better flavor than ground coffee. (In Good house-keeping, Apr. 1954, p. 5) Appl. author: Sherman & Marquette, inc. © 20Mar54; KK94565.
- New Nescafé, 100 % pure instant coffee, guarantees you'll get consistently better flavor than with ground coffee. (In Good house-keeping, Nov. 1953, p. 33) Appl. author: Sherman & Marquette, inc. © 20Oct53; KK92620.
- Not a jitter in a jarful, try it. Decaf instant coffee. (In East St. Louis journal, Jan. 15, 1954)
Appl. author: Paul Indorf. © 15Jan54; KK93134.
- Now a foolproof coffee, delicious flavor any strength you make it. Nestlé's instant coffee. [Woman with tray] (In the New York times, Mar. 25, 1954, p. 35) Appl. author: Sherman & Marquette, inc. © 25Mar54; KK94776.
- The only chocolate milk that makes itself. Nestlé's Quik. (In Look, Mar. 23, 1954, p. 131) © 9Mar54; KK94516.
- Only Nestlé's Quik makes chocolate milk so quick. (In Parents magazine, Apr. 1954, p. 80)
© 19Mar54; KK94715.
- Save 25¢ on coffee, and get better flavor with new Nescafé. (In Daily news, New York, Mar. 3, 1954, p. 53) Appl. author: Sherman & Marquette, inc. © 3Mar54; KK95652.
- Save 25¢ per lb. on coffee, and get better flavor with new Nescafé. (In Daily news, New York, Mar. 17, 1954, p. 57) Appl. author: Sherman & Marquette, inc. © 17Mar54; KK95575.
- Tastier coffee, the modern coffee made especially to give you consistently better flavor than ground coffee. Nescafé. (In Los Angeles evening herald express, May 20, 1954, p. C15) Appl. author: Bryan Houston, inc. © 20May54; KK97033.
- Why does pure coffee cost 25 % less when you buy it this way ... Nescafé instant coffee. (In Daily news, New York, Feb. 4, 1954, p. 49) Appl. author: Sherman & Marquette, inc. © 4Feb54; KK93456.
- NEVER-SLIP MANUFACTURERS, INC. ©
- Never-Slip sponge rubber pads, gummed, ready to use. Directions, remove paper liner as illustrated. Label. Appl. author: Roy A. Franke. © 14May54; KK96501.
- Never-Slip sponge rubber pads, gummed, ready to use. Pad book-ends, pictures, lamps, etc. (In Better homes & gardens, June 1954, p. 218) Appl. author: Roy A. Franke. © 17May54; KK96500.

NEW CASTLE PRODUCTS, INC. ©

- Builder Fred Garling says this about Modernfold [doors] (IN NAHB correlator, May 1954, p. 43)
Appl. author: The Buchen Co. © 1May54; KK96778.
- Divide and profit with Modernfold, the better folding door. Here's how you can handle a greater volume of profitable dinner ... business. (In Hotel management, Apr. 1954, p. 102) Appl. author: The Buchen Co. © 10Apr54; KK95563.
- Divide and profit with Modernfold, the better folding door. Here's how you can handle profitable private parties ... (In American restaurant, Apr. 1954, p. 108)
Appl. author: The Buchen Co. © 10Apr54; KK95285.
- The easy way to enlarge. Modernfold [folding doors] (In Modern hospital, June 1954, p. 182) Appl. author: The Buchen Co. © 1Jun54; KK97536.
- Extra Sunday school facilities, extra years of service with Modernfold doors. (In Protestant Church administration and equipment, winter 1953-54, p. 19) Appl. author: The Buchen Co. © 15Jan54; KK93619.
- For better ward facilities, fewer maintenance worries, Modernfold, the trouble-free folding door. (In the Modern hospital, Feb. 1954, p. 146) Appl. author: The Buchen Co. © 1Feb54; KK93432.
- Here's your new best seller nationally advertised Spacemaster folding doors. (In Southern building supplies, Jan. 1954, p. 63)
Appl. author: The Buchen Co. © 5Jan54; KK93139.
- In church, in Sunday School use space better with Modernfold, the better folding door. (In Church management, Mar. 1954, p. 19) Appl. author: The Buchen Co. © 1Mar54; KK94913.
- It's a best seller. New Spacemaster folding door. (In Building supply news, Feb. 1954, p. 203) Appl. author: The Buchen Co. © 18Feb54; KK94100.
- It's true, we have much more room with this Modernfold door. cMan and woman inspecting doors (In Better homes & gardens, Feb. 1954, p. 31) Appl. author: The Buchen Co. © 20Jan54; KK93016.
- It's true, we have much more room with this Modernfold door. cMan & woman inspecting door; 1 inset (In the Saturday evening post, May 15, 1954, p. 107) Appl. author: The Buchen Co. © 12May54; KK96782.
- Just look at the extra work space we get with a Modernfold door. This corner was blocked ... cKitchen scene (In Living for young home-makers, Mar. 1954, p. 121) Appl. author: The Buchen Co. © 15Feb54; KK93720.
- Just look at the extra work space we get with a Modernfold door. This corner was blocked ... cKitchen scene & 1 inset (In the Saturday evening post, Feb. 13, 1954, p. 108) Appl. author: The Buchen Co. © 10Feb54; KK93620.
- Look, we have a special room in a second with this Modernfold door. (In House beautiful, Feb. 1954, p. 125) Appl. author: The Buchen Co. © 20Jan54; KK93014.
- Make that small room larger with Spacemaster folding doors. (In Popular mechanics, Feb. 1954, p.

260) Appl. author: The Buchen Co. © 10Jan54; KK93137.

- Make that small room larger with the new Spacemaster folding door. (In American home, Feb. 1954, p. 99)
Appl. author: The Buchen Co. © 20Jan54; KK93015.
- Modern closet convenience with Modernfold doors, another years ahead feature of the Ranger, by National Homes. (In Living for young home-makers, Apr. 1954, p. 36) Appl. author: The Buchen Co. © 15Mar54; KK94587.
- Modernfold doors for schools offer new economical solutions ... Folder. Appl. author: R. H. McConville. © 15Mar54; KK95933.
- Modernfold doors make a definite selling point. [Endorsed by] John H. Hendy. (In NAHB correlator, Mar. 1954, p. 131) Appl. author: The Buchen Co. © 1Mar54; KK94588.
- Modernfold doors turn a dead corridor into a live classroom. Here's how Yale High School ... found a way ... (In the School executive, Jan. 1954, p. 163) Appl. author: The Buchen Co. © 16Dec53 (in notice: 1954); KK93428.
- Modernfold doors turn a dead corridor into a live classroom. Yale High School ... saved dollars ... (In Architectural record, Feb. 1954, p. 273) Appl. author: The Buchen Co. © 10Feb54; KK94101.
- Modernfold [doors] will help us sell our homes. National Homes Corporation's Ranger series ... (In NAHB correlator, Jan. 1954, p. 127) Appl. author: The Buchen Co. © 1Jan54; KK92989.
- Modernfold [doors] will help us sell our homes. There's more steel in Modernfold's sturdy frame. (In Practical builder, Jan. 1954, p. 194) Appl. author: The Buchen Co. © 10Jan54; KK92988.
- National advertising like this helps you sell Spacemaster folding doors. Card. Appl. author: The Buchen Co. © 8Jan54; KK92759.
- Needed, more Sunday School space, the one best solution, Modernfold cdoors (In Church management, Feb. 1954, p. 41) Appl. author: The Buchen Co. © 1Feb54; KK94103.
- Now by builder demand, ceiling-height Spacemaster [folding doors] (In House & home, May 1954, p. 92)
Appl. author: The Buchen Co. © 10May54; KK96780.
- One bedroom turns into two, all purpose room becomes third bedroom. Modernfold doors. [Endorsed by] Stephen W. Holda. (In Magazine of building, house & home ed., Feb. 1954, p. 56) Appl. author: The Buchen Co. © 10Feb54; KK93621.
- The one best solution to space problems is Modernfold, the better folding door. (In Catholic building & maintenance, Mar. 1954, p. 77) Appl. author: The Buchen Co. © 15Mar54; KK94912.
- The one best way to add new classrooms with Modernfold cdoors (In the School executive, Mar. 1954, p. 198) Appl. author: The Buchen Co. © 16Feb54; KK94916.
- The one best way to divide dining areas, Modernfold, the trouble-free folding door. (In American restaurant, Feb. 1954, p. 111)
Appl. author: The Buchen Co. © 10Feb54; KK93721.
- One room this morning, three this afternoon; use space better with Modernfold. (In American funeral director, Mar. 1954, p. 16)

Appl. author: The Buchen Co.
© 12Mar54; KK94914.

Open kitchens for close quarters please owners, tenants. Your ideas come to life, for life with Modernfold doors. (In House & home, Mar. 1954, p. 175) Appl. author: The Buchen Co. © 10Mar54; KK94585.

Outgrowing your space? Get more use from the same space with Modernfold doors. P. O. Box 675. (In U. S. news & world report, Feb. 5, 1954, p. 71) Appl. author: The Buchen Co. © 1Feb54; KK93433.

Outgrowing your space? Get more use from the same space with Modernfold doors. P. O. Box 685. (In Fortune, Feb. 1954, p. 154) Appl. author: The Buchen Co. © 26Jan54; KK93430.

Outstanding feature in Monterrey village. Modernfold doors. (In House & home, May 1954, p. 93) Appl. author: The Buchen Co. © 10May54; KK96781.

The problem, tripled attendance. The one best solution, Modernfold, the trouble-free folding door. (In the Catholic School journal, Feb. 1954, p. 53A) Appl. author: The Buchen Co. © 28Jan54; KK93431.

The problem, tripled attendance. The solution, Modernfold [folding doors] (In the Nation's schools, June 1954, p. 165) Appl. author: The Buchen Co. © 10Jun54; KK97535.

Shipping doors open, folding walls stop heat loss. Modernfold doors. (In Magazine of building, architectural forum, Apr. 1954, p. 219) Appl. author: The Buchen Co. © 10Apr54; KK95560.

Space savers, cost shavers, sales builders, Modernfold doors let you offer customers more for less. (In American builder, Apr. 1954, p. 159) Appl. author: The Buchen Co. © 1Apr54; KK95561.

Spacemaster cuts my per opening costs, and my sales costs, too. cEndorsed by builder Bob Lightner. (Folding doors) (In House & home, Mar. 1954, p. 174) Appl. author: The Buchen Co. © 10Mar54; KK94586.

Spacemaster made our compact floor plan possible, and cut construction costs too. cEndorsed by builder Bill Schleicher. (Folding doors) (In House & home, Jan. 1954, p. 166) Appl. author: The Buchen Co. © 10Jan54; KK92757.

These Modernfold merchandising and sales aids can help you sell better, sell more. (Folding doors) Folder. Appl. author: The Buchen Co. © 4Jan54; KK92652.

These sales aids help you sell Spacemaster folding doors. Card. Appl. author: The Buchen Co. © 8Jan54; KK92760.

This free Spacemaster advertising service can help you sell more with less effort. (Folding doors) Card. Appl. author: The Buchen Co. © 8Jan54; KK92761.

This shopping center opens for business with Modernfold [doors] (In Architectural record, May 1954, p. 103) Appl. author: The Buchen Co. © 10May54; KK96779.

Use space better with Modernfold, the better folding door. Classroom this morning, stage this afternoon. (In Nation's schools,

Mar. 1954, p. 213) Appl. author: The Buchen Co. © 20Feb54; KK95284.

Use space better with Modernfold, the better folding door. Classroom today, "rec" hall tonight. (In College and university business, Feb. 1954, p. 88) Appl. author: The Buchen Co. © 10Feb54; KK94102.

Watch these walls go into hiding. Your ideas come to life, for life with Modernfold doors. (In Architectural record, Jan. 1954, p. 85) Appl. author: The Buchen Co. © 10Jan54; KK93138.

We can use all this space with a Modernfold door. (In Sunset, May 1954, p. 121) Appl. author: The Buchen Co. © 22Apr54; KK95562.

We have much more room with this Modernfold door. (In Sunset, Apr. 1954, p. 141) Appl. author: The Buchen Co. © 25Mar54; KK94915.

We solved the problem of living-dining area separation, and got an enthusiastic public response with Modernfold doors. cEndorsed by builder Joseph D. Judge. (In American builder, Jan. 1954, p. 242) Appl. author: The Buchen Co. © 1Jan54; KK92756.

You'd never believe a Modernfold door could make a room so much bigger. (In the American home, Mar. 1954, p. 101) Appl. author: The Buchen Co. © 15Feb54; KK93722.

Your ideas come to life, for life with Modernfold doors. [Builders] John H. Hendy, William F. Hendy, Neal P. Hendy. (In House & home, Apr. 1954, p. 11) Appl. author: The Buchen Co. © 10Apr54; KK95286.

Your ideas come to life, for life with Modernfold doors. Paul E. Schleicher and Sons, make a third bedroom do double-duty. (In House & home, Jan. 1954, p. 167) Appl. author: The Buchen Co. © 10Jan54; KK92758.

Your one best solution to door problems, Modernfold, the trouble-free folding door. (In the American funeral director, Jan. 1954, p. 61) Appl. author: The Buchen Co. © 12Jan54; KK93429.

NEW ENGLAND ART PUBLISHERS. ©
1954 Christmas box assortment order blank and confidential price list. (Stationery, greeting cards, novelties) Sheet. © 14Jun54; KK97207.

1954 Christmas selection. Gift wraps, ribbons, stationery, home and gift items, greeting cards. 47 p. © 14Jun54; KK97206.

1954 everyday box assortment order blank and confidential price list. (Stationery, greeting cards, novelties) Sheet. © 28Dec53 (in notice: 1954); KK92898.

1954 everyday selections of greeting cards for all occasions. Gift wraps, stationery, home and gift items. Pamphlet. © 28Dec53 (in notice: 1954); KK92899.

NEW ENGLAND COUNSELLOR. ©
Not 1929 but 1906, so says the Todd theory. (Investment counselling) (In New York times, June 2, 1954) Appl. author: Frank Payson Todd. © 2Jun54; KK97640.

You have heard of the Dow theory, what do you know about the Todd theory? (Investment counselling)

Appl. author: Frank Payson Todd.
© 14Jun54; KK97680.

NEW YORK BEAD COMPANY, INC. ©
Pick Me Up Sew-Ons. (Beads, pearls, rhinestones, jewels, sequins & other novelties) Self-service display. Appl. author: Irving D. Abrams. © 23Feb54; KK94402.

NEWBY, ORVILLE E. AND J. M. LINDAUER, d.b.a. ACADEMY RECORDS. SEE Academy Records.

NEWHOUSE AUTOMOTIVE INDUSTRIES. ©
Mail mart: Magnesium rocker arms ... Lifetime battery ... (Automobile parts & accessories) (In Motor trend, Mar. 1954, p. 7) Appl. author: Ernest J. Newhouse. © 15Feb54; KK95916.

NEWMAN ENTERPRISES, INC. ©
You can make up to \$50 cash by helping us sell used cars. Coast-In Pontiac Co., inc. © 22Jan54; KK93011.

NIEMANN (HAL) ASSOCIATES. ©
I can't match the latest scientific cleaning methods of the laundry. (In Rocky Mountain news, Denver, Mar. 8, 1954, p. 51) Appl. author: Harold E. Niemann. © 5Mar54; KK94304.

Send them to the laundry for longer linen life. (In Rocky Mountain news, Denver, Colo., Mar. 22, 1954, p. 33) Appl. author: Harold E. Niemann. © 22Mar54; KK94634.

NOBLE AND WESTBROOK MANUFACTURING COMPANY. ©
Leaders in industry mark with Noblewest. New heavy duty Roll-O-Mark, multi-purpose metal marking machine. (In American machinist, Apr. 26, 1954, p. 80) Appl. author: William C. Westbrook. © 26Apr54; KK95744.

Leaders in industry mark with Noblewest Recipromatic multiple pass roll marking machine. (In American machinist, Mar. 1, 1954, p. 76) Appl. author: William C. Westbrook. © 1Mar54; KK96386.

Noblewest precision numbering heads. (Metal marking equipment) (In American machinist, Mar. 29, 1954, p. 76) Appl. author: William C. Westbrook. © 29Mar54; KK96385.

NORAMGREX COMPANY, INC. ©
At last, low cost, low horsepower ... The Noramgrex motorotor 14 cands Noramgrex complete portable factories. cAdvertising brochure (Agricultural milling) Sheet. © 10Jun54; KK97197.

NORCROSS, INC. ©
Greeting cards, by Norcross of course. 1954 calendar. © 24Dec53 (in notice: 1954); KK93070.

No one but Norcross could have created Susie-Q [greeting cards] 12 for .79. Label. © 1Apr54; KK96200.

NORDBERG, EARL. ©
Chinook brand Washington State apples. Contents one volume bushel. Label. Appl. author: Ridgway Lithograph Co. © 30Apr54; KK96980.

Fruit Bowl Washington pears. 4/5 U. S. bushel. Label. Appl. author: Ridgway Lithograph Co. © 25Jan54; KK95807.

NORDBERG MANUFACTURING COMPANY. ©
Nordberg Gyradisc. Bulletin 228. (Crushing machinery) Folder. Appl. author: Edward L. Satola. © 25Feb54; KK94772.

NORDBERG MANUFACTURING COMPANY.

Cont'd.

Nordberg Trakliner. Bulletin 230. (Railroad trackworking equipment) Folder. Appl. author: Edward L. Satola. © 22Mar54; KK94773.

NORMAN PRODUCTS COMPANY. ©

Norman Southerner horizontal gas furnace. (In American builder, July 1952, p. 166) Appl. author: John J. Williams. © 1Jul52; KK95343.

A prize package for every home. Norman winter-summer air-conditioner. Sheet. Appl. author: Andrew Lorant. © 1Jan54; KK95337.

NORTH AMERICAN MOGUL PRODUCTS COMPANY. ©

Cut operating costs, increase boiler efficiency. Mogul ever clean boiler process. Folder. Appl. author: R. H. Mohrman. © 2Jan54; KK92559.

Get rid of Algae in condensers, humidifiers, compressors ... Mogul Algicide. Sheet. Appl. author: R. H. Mohrman. © 2Jan54; KK92560.

Here's a clean way to do a dirty job. Mogul flue and chimney clean and the Mogul power injector. Sheet. Appl. author: R. H. Mohrman. © 2Jan54; KK92561.

Trouble in wet-type dust collectors ... with Mogul. Sheet. Appl. author: R. H. Mohrman. © 1Dec53; KK92562.

NORTH AMERICAN VAN LINES, INC. ©

A specialized display moving service. Pamphlet. Appl. author: Applegate Advertising Agency. © 10Nov53; KK97265.

NORTHAM WARREN CORPORATION. SEE Warren (Northam) Corporation.

NORTHERN PAPER MILLS DIVISION, MARATHON CORPORATION. SEE Marathon Corporation.

NORTHLAND PRODUCTS. ©

New glamour for an old chore. Miniature blacksmith's bench makes ideal shoe shine kit. Sheet. Appl. author: Gordon E. Reed. © 12Feb54; KK93684.

NORTHWEST ENGINEERING COMPANY. ©

Material handling illustrated. Spring 1954. (Shovels, cranes, dragline, pullshovels) 15 p. Appl. author: Harvey A. Scribner. © 5Jan54; KK93638.

NORTHWEST PAPER COMPANY. ©

Mountie offset. [Mountie at trestle waving hat] Folder. © 24Feb54; KK94696.

Mountie offset. [Mountie leading pack horse uphill] Folder. © 9Jun54; KK97698.

Northwest news. v. 19, no. 1, 1954. Pamphlet. © 4May54; KK96487.

Northwest pedigreed papers always make good printing better. [Mountie & horses at stream] (In Paper, film and foil converter, May 1954, p. 8-9) © 3May54; KK96459.

Northwest pedigreed papers always make good printing better. [Mountie & surveyors] (In Paper, film and foil converter, Mar. 1954, 8-9) © 1Mar54; KK94710.

Northwest pedigreed papers always make good printing better. [Mountie with binoculars on high point] (In Paper, film and foil converter, Jan. 1954, p. 8-9) © 5Jan54; KK92722.

NORTHWESTERN PRODUCTS COMPANY. ©

Cabbage Stack locomotive and tender. No. 623K:129. (Parts for model locomotives) Label. Appl. author: Roy Remy. © 10Jan54; KK93837.

Porter Switcher locomotive. No. 622K:98. (Parts for model locomotives) Label. Appl. author: Roy Remy. © 10Jan54; KK93836.

NUGEY, A. L. ©

Brewers letter. Folder. Sept. 1953. Brewery disinfectants and sanitizing agents ... © 4Sep53; KK94072.

Oct. 1953. Steri-cell cold sterilization process ... © 20Oct53; KK94074.

Dec. 1953. Now you can dispense with make-shift methods ... © 3Dec53; KK94073.

Brewing formulas. Bock beer, porter, draught beer, lager beer. Chapter 36. Sheet. © 28Dec48; KK95397.

NURSMATIC CORPORATION. ©

Congratulations mother, from your friendly druggist. (Nursing bottles) Folder. Appl. authors: Guy Davis & Charles Doner. © 1Mar54; KK95361.

NUTRITIONAL PUBLISHING COMPANY.

Hardening of the arteries (Arteriosclerosis) by Kenneth Miles. (Vitamin tablets) Sheet. © Kenneth M. Miles, d.b.a. Nutritional Pub. Co.; 29Jan54; KK94815.

Your health reporter by Kenneth Miles, nutritional consultant. Better eyesight. (Vitamin tablets) Sheet. © Kenneth M. Miles, d.b.a. Nutritional Pub. Co.; 20Aug53; KK93394.

NUTTING TRUCK AND CASTER COMPANY. ©

Nutting materials handling equipment for the dairy and produce industries. Bulletin 54-DJ. 7 p. © 28Oct53; KK92777.

O

OAKMONT INDUSTRIES.

Cushion-top [automobile] cover gives beauty and seat protection. Label. © Herman R. Eichenberg, d.b.a. Oakmont Industries; 31Dec53; KK93822.

OBERDORFER FOUNDRIES, INC. ©

Oberdorfer bronze agricultural pumps, the complete farm line. Bulletin A-3. Folder. Appl. author: Richards & Webb, inc. © 15Jan54; KK93611.

O'BRIEN CORPORATION. ©

Alki-Therm, sensational new development creates world's best flat wall enamel. O'Brien's new Liquid Velvet. (In the Saturday evening post, Mar. 27, 1954, p. 147) Appl. author: Jones & Taylor & Associates. © 27Mar54; KK95107.

Marie Wilson says: Anyone can get glamorous results with O'Brien's new Liquid Velvet. (Paint) (In Better homes & gardens, May 1954, p. 213) Appl. author: Jones & Taylor & Associates. © 25Apr54; KK96066.

Thanks to sensational new Alki-Therm. Anyone can get glamorous results with O'Brien's new Liquid Velvet, says Marie Wilson. (Paint) (In Better homes & gardens, Mar. 1954, p. 223) Appl. author: Jones & Taylor & Associates. © 25Feb54; KK95455.

O-CEDAR CORPORATION. ©

O-Cedar [no.] 44 sponge mopet refill. 98¢. Label. Appl. author: Robert E. Smith. © 15Mar54; KK96568.

O-Cedar no. 1 extra cotton [mop] pad. Label. Appl. author: Robert E. Smith. © 15Mar54; KK96974.

O-Cedar no. 7 extra nylon [mop] pad. Color, blue. Label. Appl. author: Robert E. Smith. © 15Mar54; KK96567.

OHIO MATCH COMPANY. ©

Join the selling match. Book of prizes. Folder. © 4Dec53; KK92691.

Join the selling match. Prize book. Folder. © 4Dec53; KK92685.

Join the selling match. Price list. Folder. © 4Dec53; KK92686.

Meet Mr. Match. Come on men ... Folder. © 4Dec53; KK92687.

Mr. Match. Join the selling match. cLetterhead: © 4Dec53; KK92688.

Mr. Match. cOrder blank: © 4Dec53; KK92689.

To his cover girl. Match your husband's enthusiasm ... Folder. © 4Dec53; KK92690.

OHIO NUT AND BOLT COMPANY. ©

Ohio stock parts sheets. Bulletin no. 541. Folder. Appl. author: Wm. G. Thomas. © 11Mar54; KK94350.

OHIO OIL COMPANY. ©

But be careful with it. Marathon Cat gasoline. Appl. author: Ranald S. West. © 26May54; KK97021.

But be patient with the car ahead. Marathon Cat gasoline. Appl. author: Ranald S. West. © 10Mar54; KK95460.

But don't be too eager to show it off. Marathon Cat gasoline. Appl. author: Ranald S. West. © 19Mar54; KK95517.

But don't say go unless you mean it. Marathon Cat gasoline. Appl. author: Ranald S. West. © 11Jun54; KK97446.

But don't unleash it all. Marathon Cat gasoline. Appl. author: Ranald S. West. © 12May54; KK96596.

But hold it back a little. Marathon Cat gasoline. (In Livingston County press, Apr. 28, 1954, p. 10) Appl. author: Ranald S. West. © 28Apr54; KK95863.

But take it easy. Marathon Cat gasoline. Appl. author: Ranald S. West. © 31Mar54; KK95466.

Even at 25 m.p.h., 40,000 hammer blows a minute. Marathon V.E.P. motor oil. Appl. author: Ranald S. West. © 15Apr54; KK95516.

OHRBACH'S, INC. ©

Accessory and gift event. (Clothing) (In Los Angeles examiner, Apr. 25, 1954, p. 10-11) Appl. author: Doyle Dane Bernbach, inc. © 25Apr54; KK96269.

Decorate your Christmas girl with smart gifts from Ohrbach's. (Clothing) (In Los Angeles times, Dec. 20, 1953, p. 17) Appl. author: Doyle Dane Bernbach, inc. © 20Dec53; KK92576.

The doubting fiancé. She was putting up a classy front ... (Clothing) (In Los Angeles times, Mar. 14, 1954, p. 17) Appl. author: Doyle Dane Bernbach, inc. © 14Mar54; KK94629.

Every sheet, towel, and blanket you buy ... gives you the same amazing value you love in Ohrbach's fashions. (In Los Angeles times, Jan. 3, 1954, p. 13) Appl. author: Doyle Dane Bernbach, inc. © 3Jan54; KK93006.

The extravagant wife. She was acting like the wife of a millionaire. (Clothing) (In Los Angeles times, Feb. 28, 1954, p. 15) Appl. author: Doyle Dane Bernbach, inc. © 28Feb54; KK94330.

Fashioned by Paris, priced by Ohrbach's. (Clothing) (In the New York times, Mar. 21, 1954, p. 59) Appl. author: Doyle Dane Bernbach, inc. © 21Mar54; KK94630.

Here we go again, this time it's for pop. (Clothing) (In Daily news, New York, June 9, 1954, p. 20) Appl. author: Doyle Dane Bernbach, inc. © 9Jun54; KK97429.

A husband's dilemma. She dressed like a duchess ... (Clothing) (In Los Angeles times, Mar. 7, 1954, p. 17) Appl. author: Doyle Dane Bernbach, inc. © 7Mar54; KK94651.

Now you can get bargains by the yard in Ohrbach's great new piece goods department. (In Los Angeles examiner, Jan. 5, 1954, p. 9) Appl. author: Doyle Dane Bernbach, inc. © 5Jan54; KK93007.

On dollar day, shop where your dollar buys more. (Clothing) (In Los Angeles times, Feb. 12, 1954, p. 19) Appl. author: Doyle Dane Bernbach, inc. © 12Feb54; KK93906.

Save your feet, use your head. (Clothing) (In the New York times, Apr. 18, 1954, p. 55) Appl. author: Doyle Dane Bernbach, inc. © 18Apr54; KK95890.

Smart people go to Ohrbach's for Mother's Day gifts. (Clothing) (In New York world-telegram and sun, Apr. 28, 1954, p. 13) Appl. author: Doyle Dane Bernbach, inc. © 28Apr54; KK96060.

Spectacular dress event. (Clothing) (In Los Angeles examiner, Mar. 21, 1954, p. A-9) Appl. author: Doyle Dane Bernbach, inc. © 21Mar54; KK94911.

You'll walk up a wall, before you find high-fashion coats and suits priced lower than Ohrbach's. (In the New York times, Apr. 4, 1954, p. 57) Appl. author: Doyle Dane Bernbach, inc. © 4Apr54; KK95608.

OLIN FILM DIVISION, ECUSTA PAPER CORPORATION. SEE Ecusta Paper Corporation.

OLSON RUG COMPANY. ©

If you will send your old rugs, clothing to the Olson rug factory, we'll send you the finest Broadloom rugs you ever had. (In Woman's home companion, Mar. 1954, p. 60) Appl. author: Arthur W. Prussing. © 18Feb54; KK96106.

If you'll send your old rugs, clothing to the Olson rug factory, we will send you lovely, new two-sided Broadloom rugs. (In Des Moines Sunday register, Mar. 28, 1954, p. 32) Appl. author: Arthur W. Prussing. © 28Mar54; KK96105.

Send me your old rugs, wool clothing, etc. at my expense. (In House beautiful, Mar. 1954, p. 67) Appl. author: Arthur W. Prussing. © 19Feb54; KK96104.

Send your old rugs, clothing, etc. to the Olson rug factory and get lovely new rugs like these for

less money than you thought possible. (In Popular science, Jan. 1954, p. 4 of cover) Appl. author: Arthur W. Prussing. © 1Jan54; KK96101.

Send your old rugs, clothing, get rich new Olson rugs like these. (In St. Anthony's messenger, Feb. 1954) Appl. author: Arthur W. Prussing. © 22Jan54; KK96102.

Send your old rugs, clothing to Olson at our expense, and get beautiful new rugs. (In Good housekeeping, Jan. 1954, p. 161) Appl. author: Arthur W. Prussing. © 18Dec53; KK96733.

Send your old rugs, clothing to the Olson rug factory and get lovely new rugs like these for less money than you thought possible. (In McCall's, Feb. 1954, p. 105) Appl. author: Arthur W. Prussing. © 20Jan54; KK96103.

OLYMPIAN HOMES CORPORATION. ©

Guaranteed best, or your money back. (In the Washington daily news, Wash., D. C., Mar. 26, 1954, p. 61) © 26Mar54; KK95635.

ONEIDA, LTD. ©

Announcing Proposal, timeless new pattern for young love. 1881 Rogers silverplate. (In Life, May 24, 1954, p. 2 of cover) Appl. author: J. Walter Thompson Co. © 21May54; KK97342.

For a girl in love in the springtime, this very special chest of Community [silverware] (In Life, Apr. 27, 1953, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 24Apr53; KK92450.

For the young in heart, Oneida Community sterling. [Young man & woman seated at table; woman holding flower] (In Vogue, Nov. 1, 1953, p. 20) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Nov53; KK92478.

For the young in heart, Oneida Community sterling. [Young man & woman seated at table; woman holding grapes] (In Vogue, Sept. 1, 1953, p. 215) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Sep53; KK92454.

A new hollowware pattern in Community [silverware] Georgian Gadroon. (In House beautiful guide for the bride, winter ed.) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Nov53; KK92476.

Our silver is a joy that never changes. Heirloom sterling. (In Glamour, May 1954, p. 4 of cover) Appl. author: J. Walter Thompson Co. © 1May54; KK96365.

She's in love, and she loves Community. And she wants all her silverware when she wants it. (In Life, Mar. 23, 1953, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Mar53; KK92449.

She's in love, and she loves Community. And she wants her whole [silverware] service right from the start. (In Good housekeeping, Oct. 1953, p. 167) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Sep53; KK92458.

She's in love, and she loves Community. No slowpoke collecting for Ann, she wants her [silverware] service complete. (In Good housekeeping, Sept. 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Aug53; KK92452.

She's in love, and she loves Community. This Christmas give her a service for 8, complete. (Silverware) (In Household, Dec. 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Nov53; KK92483.

Special, Community serving tray worth \$20.00. Free of extra cost with Community 55 piece service for 8. (Silverware) (In Life, Nov. 9, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 6Nov53; KK92480.

Tableware for today's living. (Sterling silver) (In What's new in home economics, Feb. 1954, p. 173) Appl. author: Harvey & Howe, inc. © 28Jan54; KK93950.

The wonderful feeling of belonging. Heirloom sterling. (In the American home, Mar. 1954, p. 4 of cover) Appl. author: J. Walter Thompson Co. © 25Feb54; KK96368.

ONLEE CORPORATION. ©

Greatest innovation since Chick Sales moved into the house. The Onlee float ball valve ... for commode tanks. Folder. Appl. author: Craig & Webster Advertising Agency. © 1Mar54; KK96145.

The Onlee float ball valve, a revolutionary change in valve mechanisms for commode tanks. Sheet. Appl. author: Craig & Webster Advertising Agency. © 1Mar54; KK96144.

The Onlee float ball valve. Net weight 2 1/2 lbs. (Commode valves) Label. Appl. author: Craig & Webster Advertising Agency. © 1Mar54; KK96146.

ONTARIO CHEMICAL COMPANY.

C. A. P. Each capsule provides the following ascorbic acid ... Contents 100 capsules. (Vitamin) Label. © Harry Curtis Rice, d.b.a. Ontario Chemical Co.; 4May53; KK92980.

ORIG-N-OILS COMPANY. ©

[Directions for using] Hollywood Orig-N-Oils. (Oil painting sets) Sheet. Appl. author: Charles W. Hulett. © 21Dec53; KK96891.

A new approach possible every time you try. Hollywood Orig-N-Oils. (Oil painting sets) Folder. Appl. author: Charles W. Hulett. © 21Dec53; KK96892.

ORKIN EXTERMINATING COMPANY, INC. © Comparison proves Orkin the world's largest pest control company. Folder. © 1Jan54; KK97179.

Stop termite damage. Folder. © 11Dec53; KK97177.

Who's who in pests? Folder. © 20Nov53; KK97178.

ORMONT, JAMES, d.b.a. JAMES ORMONT COMPANY. SEE Ormont (James) Company.

ORMONT (JAMES) COMPANY.

Free no obligation whatever. Send for sample of world's finest mouthwash En Core ... (In Milwaukee journal, Feb. 21, 1954, p. 22) © James Ormont, d.b.a. James Ormont Co.; 21Feb54; KK94905.

ORR, BETSY S. ©

Shop with Betsy. (General merchandise) (In the Altoona mirror, Altoona, Pa., Dec. 30, 1953, p. 10) © 18Dec53; KK92515.

ORRVILLE BEDDING COMPANY. ©

For comfort that wears well, you'll love a Quaker Belle innerspring [mattress] (In the Rittman press, Rittman, Ohio, Dec. 10, 1953) © 10Dec53; KK92593.

Shopping for real value in a modern innerspring mattress? One of the best is Orr Crest. (In the Courier-crescent, Orrville, Ohio, Nov. 23, 1953) © 23Nov53; KK92594.

OSBORN MANUFACTURING COMPANY. ©

Brushmatic. Ideas for cutting cost, for improving quality. (Machines) 7 p. © 26Apr54; KK95836.

Efficient, hardworking brushing tools. Osborn Matic brushes. Sheet. Appl. author: The Griswold Eshleman Co. © 14Mar54; KK96335.

OSHKOSH B'GOSH, INC. ©

The aristocrat of utility wear, famous shirts and trousers, by Oshkosh B'gosh. Label. © 1Feb54; KK93253.

OSTER (J. L.) AND COMPANY.

Automobile portable dash kit. Label. Appl. author: George F. Treiber. © John L. Oster, d.b.a. J. L. Oster & Co.; 3May54; KK97672.

OSTER (JOHN) MANUFACTURING COMPANY. ©

The gift he keeps for himself. Oster Stim-U-Lax Junior. (Massage) (In Esquire, Dec. 1953, p. 235) Appl. author: Howard Crum. © 6Nov53; KK93421.

Step up to Oster sanitary hair cutting service. (Clippers) (In Master barber's bulletin, Dec. 1953, p. 23) Appl. author: Richard Einwalter. © 7Dec53; KK93422.

OSTER, JOHN L., d.b.a. J. L. OSTER AND COMPANY. SEE Oster (J. L.) and Company.

OSTRANDER, RICHARD G., d.b.a. WEBELT. SEE Webelt.

OTIS PRESSURE CONTROL, INC. ©

Balanced combination for best service. (In Dallas, Feb. 1954, p. 2 of cover) Appl. author: Dan Goodrich. © 27Feb54; KK96851.

OUR OWN HARDWARE COMPANY. ©

Challenger Creosote white [paint] FC 66. One quart U. S. measure. Label. © 12Jan54; KK95171.

Challenger outside white [paint] FH88. One quart U. S. measure. Label. © 5Jan54; KK95170.

Supermix Alkyd flat wall enamel. Cadet blue. FA-60. One quart U. S. measure. Label. © 5Feb54; KK95168.

Supermix rubberized floor enamel. Dark oak. FRE32. One quart U. S. measure. Label. © 14Jan54; KK95169.

OVERHEAD DOOR CORPORATION. ©

America's great name in quality doors, the Overhead Door. Folder no. S-53. Appl. author: Applegate Advertising Agency. © 28Oct53; KK93627.

Buy the best. Make full use of garage space, lowest-cost room in the house. Folder no. R-54. Appl. author: Applegate Advertising Agency. © 15Jan54; KK93632.

Buy the best. Make full use of garage space, plan it the way you want it. Folder no. RL-53.

Appl. author: Applegate Advertising Agency. © 14Jan54 (in notice: 1953); KK93631.

Buy the best. Wider automobiles need wider doors. Folder no. RC-54. Appl. author: Applegate Advertising Agency. © 30Dec53 (in notice: 1954); KK93628.

Clear-vision doors assure better service, better sales. (In National petroleum news, Apr. 21, 1954, p. 29) Appl. author: Applegate Advertising Agency. © 21Apr54; KK96760.

Costs so little to give even your smallest houses that big-home look. (In NAHB correlator, May 1954, p. 99) Appl. author: Applegate Advertising Agency. © 4May54; KK97029.

Doors can invite patronage. Clear-vision doors. Folder no. CV-54. Appl. author: Applegate Advertising Agency. © 14Jan54; KK93630.

Fire station doors must open fast. [Endorsed by] Captain Howard Himes. (In Fire engineering, Feb. 1954, p. 114) Appl. author: Applegate Advertising Agency. © 15Feb54; KK94363.

Give your whole home a lift with the garage door that's easiest to open. (In Home modernizing, spring-summer 1954, p. 36) Appl. author: Applegate Advertising Agency. © 15Mar54; KK94932.

Greatest convenience ever, say doctors using the Overhead Door with electronic miracle control. (In the Journal of the American Medical Association, Mar. 27, 1954, p. 60) Appl. author: Applegate Advertising Agency. © 25Mar54; KK95548.

Look what a new model of Overhead Door can do for your home. (In Better homes and gardens, May 1954, p. 16) Appl. author: Applegate Advertising Agency. © 23Apr54; KK96759.

Mr. Fleet Owner: You provide door-to-door service, we provide door service. (In Fleet owner, Apr. 1954, p. 12) Appl. author: Applegate Advertising Agency. © 1Apr54; KK97030.

The Overhead Door announces another great new feature, tapered drums. (In NAHB correlator, Jan. 1954, p. 67-68) Appl. author: Applegate Advertising Agency. © 4Jan54; KK93629.

The Overhead Door goes to school. [Endorsed by] C. C. French. (In Architectural forum, May 1954, p. 90) Appl. author: Applegate Advertising Agency. © 15May54; KK97028.

Project builder, custom builder, both please prospects more with the Overhead Door. (In NAHB correlator, Mar. 1954, p. 119-120) Appl. author: Applegate Advertising Agency. © 4Mar54; KK94935.

Safe with miracle control. Open your garage door from your locked car. (In Better homes & gardens, Apr. 1954, p. 278) Appl. author: Applegate Advertising Agency. © 26Mar54; KK94931.

Safely home with miracle control. Open your garage door from your locked car. (In House & garden's book of building, 1954 annual ed., p. 3) Appl. author: Applegate Advertising Agency. © 15Mar54; KK94933.

When there's not a second to lose, only the surest door will do. (In Architectural record, Mar. 1954, p. 67) Appl. author: Applegate Advertising Agency. © 1Mar54; KK94934.

OWEN, HANK J., d.b.a. OWEN COMPANY. SEE Owen Company.

OWEN COMPANY.

Sand In Your Shoes jewelry. Label. © Hank J. Owen, d.b.a. Owen Co.; 19Jun53; KK94150.

OWENS-CORNING FIBERGLAS CORPORATION.

Looking for a built-up roof that outlasts the walls? Perma-Ply. (In Architectural record, Feb. 1954, p. 48-19) Appl. author: Clark Whitley Lawrence. © Owens-Corning Fiberglas Corp., Pacific Coast Division; 1Feb54; KK94802.

OWENS-CORNING FIBERGLAS CORPORATION, PACIFIC COAST DIVISION. SEE Owens-Corning Fiberglas Corporation.

P

P AND G SUPPLY COMPANY, INC. ©

Specialists for washing machine hose and component parts. Catalog no. 154. 92 p. © 10Feb54; KK93792.

PABST BREWING COMPANY. ©

For your lunch 'n bridge, what'll you have? Pabst Blue Ribbon. (In McCall's, June 1954, p. 81) Appl. author: Warwick & Legler, inc. © 21May54; KK96943.

It's new, it's here, tasty Tap-A Cola, comes 2 ways and comes in a can. (Soft drink) (In Syracuse herald-journal, Mar. 25, 1954, p. 34) Appl. author: Warwick & Legler, inc. © 25Mar54; KK95320.

New, tasty Tap-A Cola, non-fattening cola in a can. (Soft drink) (In Rochester times-union, Mar. 25, 1954, p. 49) Appl. author: Warwick & Legler, inc. © 25Mar54; KK95321.

Ophelia raved, the poor girl was an awful mess. Exzyme [spot remover] (In Cleaning & laundry world, May 1954, p. 84) Appl. author: Warwick & Legler, inc. © 1May54; KK96462.

Pabst Blue Ribbon. [Design no. 72. Hamburgers] Poster. Appl. author: Warwick & Legler, inc. © 1Mar54; KK94797.

Pabst Blue Ribbon. [Design no. 74. [Bottles in tub] Poster. Appl. author: Warwick & Legler, inc. © 1May54; KK96085.

Pabst Blue Ribbon ads in Life, plus the Blue Ribbon bouts on TV every Wednesday ... (In Texas hotel review, May 1954, p. 9) Appl. author: Warwick & Legler, inc. © 20May54; KK97088.

Pabst Blue Ribbon salutes National Tavern month. Friendly hospitality. [Early American scene] (In Chicago daily tribune, May 5, 1954, p. 5) Appl. author: Warwick & Legler, inc. © 5May54; KK96192.

Portia loses. Poor Shylock's case was in the fire ... Exzyme, the world's finest spot remover. (In the National cleaner & dyer, June 1954, p. 97) Appl. author: Warwick & Legler, inc. © 1Jun54; KK97087.

Rochester agrees: Smartest idea since cola began. Tap-A Cola. (Soft drink) (In Rochester times-union, May 27, 1954, p. 47) Appl. author: Warwick & Legler, inc. © 27May54; KK97385.

The Saint John's River skirts our town ... Pabst Blue Ribbon, smoothest beer in the U. S. A. (In Florida times union, Dec. 2, 1953, p. 26) Appl. author: Warwick & Legler, inc. © 2Dec53; KK92925.

Smoothest then, smoothest now. Pabst Blue Ribbon. [3 mythical characters] (In the Florida times-union, May 5, 1954, p. 27) Appl. author: Warwick & Legler, inc. © 5May54; KK96942.

Starting May 5th and every Wednesday in May, Pabst Blue Ribbon salutes National Tavern month. (In Observer-journal of the Pennsylvania liquor industry, May 3, 1954, p. 7) Appl. author: Warwick & Legler, inc. © 3May54; KK96465.

[Syracuse agrees]: Smartest idea since cola began. Tap-A Cola. (Soft drink) (In Syracuse herald-journal, June 3, 1954, p. 30) Appl. author: Warwick & Legler, inc. © 3Jun54; KK97384.

This is Pabst advertising in action. Pabst Blue Ribbon. (In Pacific Coast record, combined with Western restaurant, May 1954, p. 57) Appl. author: Warwick & Legler, inc. © 3May54; KK96789.

Try this smo-o-o-ther tasting Pabst Blue Ribbon. Tune in on these tempting TV snacks. [Crackers & cheese spread] (In Hempstead newsday, Garden City, N. Y., Oct. 29, 1953, p. 96) Appl. author: Warwick & Legler, inc. © 29Oct53; KK94793.

We're glad to call California our home. To keep pace ... Pabst Blue Ribbon. (In Examiner, San Francisco, Dec. 16, 1953, p. 14) Appl. author: Warwick & Legler, inc. © 16Dec53; KK93525.

What'll you have? Pabst Blue Ribbon. [Beach scene] (In Army times, June 12, 1954, p. M5) Appl. author: Warwick & Legler, inc. © 12Jun54; KK97573.

What'll you have? Pabst Blue Ribbon. [Design no. 73. Bottle in surf] Poster. Appl. author: Warwick & Legler, inc. © 1Jul54; KK96790.

What'll you have? Pabst Blue Ribbon. [Steak scene] (In Life, Apr. 12, 1954, p. 88) Appl. author: Warwick & Legler. © 9Apr54; KK95190.

What'll you have? Pabst Blue Ribbon. [Tennis scene] (In Air Force times, Washington, D. C., Mar. 13, 1954, p. 33) Appl. author: Warwick & Legler, inc. © 13Mar54; KK94795.

What'll you have? Seafood any time of year, calls for Pabst Blue Ribbon beer. [Lobsters] (In Life, May 31, 1954, p. 28) Appl. author: Warwick & Legler, inc. © 28May54; KK97086.

When it's your turn to entertain, what'll you have? Pabst Blue Ribbon. (In McCall's, May 1954, p. 95) Appl. author: Warwick & Legler, inc. © 21Apr54; KK96732.

When Jacksonville barmen say ... Pabst Blue Ribbon, smoothest beer in the U. S. A. (In the Jacksonville journal, Nov. 18, 1953, p. 17) Appl. author: Warwick & Legler, inc. © 18Nov53; KK93012.

When the lake is smooth as glass ... Pabst Blue Ribbon. [Outdoor scene; fish frying] (In Life, May 3, 1954, p. 129) Appl. author: Warwick & Legler, inc. © 3May54; KK96191.

PACEY, DOROTHY B. AND PAUL G. PACEY, d.b.a. PUNTA CLARA PRODUCTS. SEE Punta Clara Products.

PACEY, PAUL G. AND DOROTHY B. PACEY, d.b.a. PUNTA CLARA PRODUCTS. SEE Punta Clara Products.

PACIFIC AMERICAN FISHERIES, INC. © Deming's Red Alaska Sockeye salmon. Net contents 1 pound. Label. Appl. author: G. Robert Squires. © 8Jan54; KK95639.

PACIFIC FINANCE CORPORATION.

In the spring, even a king needs cash, how about you? Folder.

© Pacific Finance Loans, wholly owned subsidiary of Pacific Finance Corp.; 1Mar54; KK95329.

Riddle: What is it that is rectangular in shape ... Courtesy card. Folder. © Pacific Finance Loans, wholly owned subsidiary of Pacific Finance Corp.; 1Jan54; KK95328.

PACIFIC FINANCE LOANS, wholly owned subsidiary of PACIFIC FINANCE CORPORATION. SEE Pacific Finance Corporation.

PACIFIC WIRE ROPE COMPANY. ©

Slip length calculator. Appl. author: Albion W. Spear. © 10Oct53; KK96984.

PACIFIC WIRE WORKS COMPANY. ©

Pacific Wire-Grams, by George G. Altnow. Folder.

Jan. 1954. © 12Jan54; KK92895.

Feb. 1954. © 12Feb54; KK93742.

Mar. 1954. © 11Mar54; KK94875.

Apr. 1954. © 12Apr54; KK95745.

May 1954. © 17May54; KK96494.

June 1954. © 14Jun54; KK97423.

PACKAGING MATERIALS SERVICE, a division of MILPRINT, INC. SEE Milprint, inc.

PACTOR (SAM) PRODUCTS.

Depos-Off for safe de-liming action on stainless steel ... Label.

© Sam A. Pactor, d.b.a. Sam Pactor Products; 29Mar54; KK94904.

PALMER (HERBERT B.) ASSOCIATES. ©

Palmer teaching portfolio [of pictures] Label. Appl. author:

Herbert B. Palmer. © 15Dec53; KK93191.

PANALARM PRODUCTS, INC. ©

Panalarm 50VS visual sequence annunciator system. Section no. 6-A.

Sheet. © 1Mar54 (in notice: 1953); KK94490.

PAPADOPULOS, CONSTANTINE JOHN. ©

You'll like it, it's Heinemann's.

(Bakery goods) Label. Appl. title: Napkin design. © 12Mar54; KK96590.

PAPER MANUFACTURERS COMPANY. ©

Helpful hints about gummed paper, by Perfection. Gummed advertising stamps. Folder. Appl. author:

William Richard Lusigne. © 22Mar54; KK95626.

PAPER-MATE COMPANY, INC. ©

Everything I have is yours, except my new Paper-Mate pen in white.

[Heart insert of young couple] (In Charm, Feb. 1954, p. 58)

Appl. author: Foote, Cone & Belding. © 22Jan54; KK94729.

Starts faster, writes smoother than any pen at any price. (In the New York times, Apr. 25, 1954, p. X15) Appl. author: Foote, Cone & Belding. © 25Apr54; KK96460.

PAPER PACKAGE COMPANY. ©

To put a gleam in the buyer's eye. Eye-Dea. (In Packaging parade, May 1954, p. 16) © 1May54; KK96620.

PARAGON ELECTRIC COMPANY. ©

New Peco electric trivet in modern ceramics. Sheet. Appl. author: William Juhre. © 8May54; KK96857.

Retailing daily calls it one of the 6 hottest items of the housewares show. Paragon Elec-Trivet. (In Retailing daily, Oct. 29, 1953, p. 32) Appl. author: William Juhre. © 29Oct53; KK93420.

Save up to \$4.00 on fuel each year with the Paragon Nightrol. (Heat controller) (In Living for young homemakers, Oct. 1953, p. 199) Appl. author: William Juhre. © 20Sep53; KK93419.

PARAGON NEEDLECRAFT. ©

The latest creations from Paragon in the exciting new Paragon Needlecraft package. (In McCall's needlework, spring-summer 1954, p. 3 of cover) Appl. author: Martin J. Rothman. © 10Jan54; KK93382.

PARAGON OIL COMPANY, INC. ©

A new great product for a new great market. Paragon automatic transmission fluid. Folder. Appl. author: J. J. McCartney. © 22Dec53; KK92501.

White Rock beverages, they taste better. Paralene 100 % pure Pennsylvania motor oil. (In Motor truck news, Dec. 1953, p. 2 of cover) Appl. author: J. J. McCartney. © 9Dec53; KK92778.

PAR-FORM FOUNDATIONS, INC. ©

Par-Form sea fashions. (Ladies' swimsuits) (In Mademoiselle, May 1953, p. 34) © 1May53; KK96572.

PARK-WOODS COMPANY.

Baby's growth chart. (Lamp base) Card. © Park-Woods Co., Vahe S. Roubian, sole owner; 30Jan54; KK94598.

PARKE, DAVIS AND COMPANY. ©

Advantages for anesthesiologist, surgeon, and patient. Surital sodium. (Chemicals) Folder. © 27Oct53; KK93911.

Charting a smooth course of anesthesia with Surital sodium. (Chemicals) Folder. © 22Oct53; KK93918.

Eases the coughing patient, Benylin expectorant. (Chemicals) Card. © 30Nov53; KK93910.

Especially during labor and the puerperium when there must be no doubt, S-R million unit. (Chemicals) Card. © 10Oct53; KK93912.

For vitamin deficiency states ... ABDEC Kapseals. For cough from colds or from allergy, Benylin expectorant. (Chemicals) Folder. © 20Oct53; KK93917.

In vitamin deficiency states, an important therapeutic measure. ABDEC Kapseals. (Chemicals) Card. © 9Nov53; KK93914.

Packaging Carbrital Kapseals. Benefits almost any patient needing hypnotic or sedative medication. (Chemicals) Folder. © 5Nov53; KK93919.

'Round the clock relief, Carbrital. (Chemicals) Folder. © 14Oct53; KK93915.

PARKE, DAVIS AND COMPANY.
Cont'd.

Theclandrol oral for your menopausal patients. (Chemicals) Folder.
© 16Nov53; KK93913.

To ensure daylong tranquility, nightlong sleep, Carbrital widely prescribed sedative and hypnotic. (Chemicals) Folder. © 2Nov53; KK93916.

PARKER, EDWARD. ©
Horseless carriage news. (Booklets) Sheet. © 5Jan54; KK94681.

PARKER, ROBERT A. ©
Introducing the Building Tailor. (Construction service & materials) Sheet. © 29Dec53; KK93625.

PARKER BROTHERS, INC. ©
Bing Crosby's game, Call Me Lucky. Label. © 25Feb54; KK94006.

Crow Hunt, a party game with harmless repeating rifle. Label.
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Game of Halma, the original game of Chinese checkers. Label.
© 16Mar54 (in notice: 1953); KK94603.

Game of Peg baseball. Label.
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Game of Ropes and Ladders. Label.
© 25Feb54; KK94005.

Monopoly. Popular edition. (Game) Label. © 23Apr54; KK95645.

Roll-It; a fast crossword game. Label. © 25Feb54; KK94007.

Sorry; the great game. Label.
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PARKER PEN COMPANY. ©
Anyone for playing Santa Claus? New Christmas Parker [fountain] pens, with new Electro-polished points ... (In Chicago Tribune magazine, Dec. 13, 1953, p. 10) Appl. author: J. Walter Thompson Co.
© 13Dec53; KK93220.

From Parker pen, a new discovery in time for Christmas giving. New Parker [fountain] pens with the amazing Electro-polished point. (In Chicago daily Tribune, Dec. 16, 1953, p. 11) Appl. author: J. Walter Thompson Co. © 16Dec53; KK93223.

From Parker pen, a wonderful new idea for Christmas. (Fountain pen) (In Honolulu star-bulletin, Honolulu, T. H., Dec. 4, 1953, p. 17) Appl. author: J. Walter Thompson Co. © 4Dec53; KK93501.

Greatest fountain pen ever made? Could be, until you've tried this one. Parker 51. (In the Saturday evening post, Jan. 23, 1954, p. 2 of cover) Appl. author: J. Walter Thompson Co. © 20Jan54; KK93587.

How new is new? Hold this wonderful [fountain] pen in your hand ... Parker 51. (In the Saturday evening post, Mar. 20, 1954, p. 2 of cover) Appl. author: J. Walter Thompson Co. © 17Mar54; KK94478.

It's here, at all leading [fountain] pen counters in the Los Angeles area. The new Parker Jotter. (In Los Angeles examiner, June 2, 1954, p. 15) Appl. author: J. Walter Thompson Co. © 2Jun54; KK97669.

Look what Santa Claus has found right there on the Parker [fountain] pen ... (In the American weekly, Dec. 20, 1953, p. 20) Appl. author: J. Walter Thompson Co. © 20Dec53; KK93222.

Now at all leading [fountain] pen counters in the Los Angeles area. The new Parker Jotter. (In Los Angeles examiner, June 4, 1954, p. 14) Appl. author: J. Walter Thompson Co. © 4Jun54; KK97668.

Only Parker gives you both. (Fountain pen) (In the Saturday evening post, Apr. 17, 1954, p. 2 of cover) Appl. author: J. Walter Thompson Co. © 14Apr54; KK96505.

Only the all-new Parker 51 [fountain] pen has the point polished to perfection by Electro-polishing. (In the Saturday evening post, June 12, 1954, p. 2 of cover) Appl. author: J. Walter Thompson Co. © 9Jun54; KK97665.

Parker has perfected it, a new-type ball point [fountain] pen. The new Parker Jotter. (In Life, Apr. 26, 1954, p. 17) Appl. author: J. Walter Thompson Co. © 23Apr54; KK96506.

Today's Parker 51 would look like this, if you took away all the latest advances in this remarkable new [fountain] pen. (In the Saturday evening post, Feb. 20, 1954, p. 2 of cover) Appl. author: J. Walter Thompson Co. © 17Feb54; KK93888.

Why the all-new Parker 51 [fountain] pen with Electro-polished point can improve your handwriting. (In the Saturday evening post, May 15, 1954, p. 2 of cover) Appl. author: J. Walter Thompson Co.
© 12May54; KK97661.

PAR-PIC FOOD PRODUCTS COMPANY.
Par-Pic feed bag for a taste treat. Net weight 5 1/2 oz. or over. (Tid bit) Label. © Par-Pic Food Products Co., solely owned by Juanita N. Werner; 14Apr54; KK96369.

PARSONS PAPER COMPANY. ©
For better bookkeeping, use Parson's popular Mechano Form ledger paper and index card. (In the Journal of accountancy, Apr. 1954, p. 499) Appl. author: Wilson, Haight, Welch & Grover, inc. © 1Apr54; KK95283.

King Cotton says: It pays to pick Parsons papers. (In the Journal of accountancy, Feb. 1954, p. 229) Appl. author: Wilson, Haight, Welch & Grover, inc.
© 1Feb54; KK93670.

King Cotton says: Less work with better results in keeping your records. (In Office management, Jan. 1, 1954, p. 17) Appl. author: Wilson, Haight, Welch & Grover, inc. © 1Jan54; KK92683.

King Cotton says: No business record is worth more than the paper it's written on. (In the Office, Mar. 1954, p. 99) Appl. author: Wilson, Haight, Welch & Grover, inc.
© 1Mar54; KK94379.

To impress your customers, clients, prospects, use Heritage Bond for your stationery. (In Business week, Mar. 13, 1954, p. 54) Appl. author: Wilson, Haight, Welch & Grover, inc. © 13Mar54; KK95056.

PATENT SCAFFOLDING COMPANY, INC. ©
Aluminum sectional ladder scaffolds, better on the job, easier on the men. Bulletin AS-3. Sheet. Appl. author: Oscar H. Junggren.
© 15Jan54; KK92932.

Burton's all steel shores. Bulletin M-2. Sheet. Appl. author: Oscar H. Junggren. © 15Jan54; KK92884.

New 4' 6" wide aluminum ladder scaffolds. Bulletin AS-5. Sheet. Appl. author: Oscar H. Junggren.
© 15Jun54; KK97291.

When it comes to scaffolding, come to PS. Bulletin G206R. Folder. Appl. author: Glenn, Jordan, Stoetzel, inc. © 1Mar54; KK95485.

PATEY, WILLIAM BARTELL, AND ROBERT DAVID SANDERS, d.b.a. RAMONA CHENILLES. SEE Ramona Chenilles.

PATRATOS, DANIEL JOHN, sole owner of LYDIA'S MANUFACTURING COMPANY. SEE Lydia's Manufacturing Company.

PATRICK (FRANK E.) COMPANY. ©
The original Patrick's glass cleaner. Label. © 31Dec53; KK93706.

PATTERSON, CHARLES ALFRED, d.b.a. PATTERSON PRODUCTS COMPANY. SEE Patterson Products Company.

PATTERSON PRODUCTS COMPANY.
Plant spray, contains both insecticide and fungicide. Net contents one pint. Label. © Charles Alfred Patterson, d.b.a. Patterson Products Co.; 15Feb54; KK95475.

Rose spray, contains both insecticide and fungicide. Net contents one pint. Label. © Charles Alfred Patterson, d.b.a. Patterson Products Co.; 15Feb54; KK95476.

PAULS FISH NET DIVISION, LINEN THREAD COMPANY. SEE Linen Thread Company.

PAUST MANUFACTURING COMPANY. ©
Paust electrical muscle stimulator. Model 50C. (In Archives of physical medicine and rehabilitation, Jan. 1954, p. A-62) Appl. author: Paul J. Mandabach.
© 26Jan54; KK94198.

PEAK PRODUCTS MANUFACTURING COMPANY. ©
Peak brand carburetors. Catalogue no. 54. 6 p. © 1May54; KK96860.

PEARSON (BEN) INC. ©
Fun is the target, in the sport everyone enjoys. Roy Rogers archery set. (Bow & arrows) Folder. Appl. author: Elliott V. Bogert.
© 1Jun54; KK97459.

Howard Hill, world's greatest archer, unqualifiedly recommends the new Ben Pearson take-down fiber glass bows and archery sets. Folder. Appl. author: Elliott V. Bogert. © 1Jun54; KK97460.

Roy Rogers archery set. (Bow & arrows) Folder. Appl. author: Elliott V. Bogert. © 15Apr54; KK95555.

Roy Rogers tells you how to become an expert archer. (Bow & arrows) Folder. Appl. author: Elliott V. Bogert. © 15Apr54; KK95554.

PECK, J. IRVING, JR. ©
More efficient stripping by the air hammer method. (Folding box equipment) Pamphlet. © 18Mar54; KK94839.

PEKAO TRADING CORPORATION. ©
Paczki-prezenty-pomoc do polski. (Coal, food, textiles & other commodities) © 28Jan54; KK93202.

PELLEX, INC. ©
Doctor tells how to wipe off facial hair in minutes. (Surgical hair removing cream) (In the New York post, Feb. 10, 1954, p. 11) Appl. author: Wm. Pannett Morrison.
© 10Feb54; KK96118.

PELTER, SIDNEY HARVEY, d.b.a. BILL-ADS COMPANY. SEE Bill-Ads Company.

PELTON'S SPUDNUTS, INC. ©
Coast to coast, Alaska to Mexico, this is the man who made Spudnuts famous. (Food product) (In the Saturday evening post, Jan. 23, 1954, p. 52) Appl. author: Bill A. Skaggs. © 23Jan54; KK93182.

Fresh because they're made several times daily, good because they're fluffy, golden-brown, nutritious. (Food product) (In the Saturday evening post, Jan. 24, 1953, p. 42) Appl. author: Bill A. Skaggs. © 24Jan53; KK93185.

Good for keepin' goblins happy. (Food product) (In the Saturday evening post, Oct. 24, 1953, p. 84) Appl. author: Bill A. Skaggs. © 24Oct53; KK93183.

Good? It's wonderful. Spudnut ala mode. (Food product) (In the Saturday evening post, May 30, 1953, p. 75) Appl. author: Bill A. Skaggs. © 30May53; KK93186.

Spudnut ala mode, good. (Food product) (In the Saturday evening post, July 25, 1953, p. 53) Appl. author: Bill A. Skaggs. © 25Jul53; KK93187.

This is the man who made Spudnuts famous. (Food product) (In the Saturday evening post, Mar. 21, 1953, p. 95) Appl. author: Bill A. Skaggs. © 21Mar53; KK93184.

Your neighborly Spudnut dealer is ready to serve you with goodness by the dozen. (Food product) (In the Saturday evening post, Sept. 19, 1953, p. 186) Appl. author: Bill A. Skaggs. © 19Sep53; KK93188.

PENICK AND FORD, LTD., INC. ©
My-T-Fine chiffon pudding and pie filling. Orange flavor. Net wt. 4 oz. Label. © 30Jul53; KK92418.

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My-T-Fine orange flavor chiffon pudding. Net wt. 4 oz. Label. © 30Jul53; KK92416.

My-T-Fine pie filling. Lemon flavor. Net wt. 4 oz. Label. © 30Nov53; KK92417.

My-T-Fine pudding and pie filling. Chocolate flavor. Net wt. 3 5/8 oz. Label. © 30Nov53; KK92420.

My-T-Fine pudding and pie filling. Nut chocolate flavor. Net wt. 3 5/8 oz. Label. © 30Nov53; KK92414.

My-T-Fine pudding and pie filling. Vanilla flavor. Net wt. 3 5/8 oz. Label. © 30Nov53; KK92419.

PENNSYLVANIA GLASS SAND CORPORATION. ©
The whitest pure play sand packaged in either 50 or 100 lb. bags. Snow White. Sheet. © 1Feb54; KK94801.

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Frost powdered bleach, sanitizer, stain-remover. Quick, easy, sure. 7 1/2 oz. net. Label. Appl. author: Paul C. Hurley, Jr. © 1Sep53; KK97556.

Frost powdered bleach, sanitizer, stain-remover. Safe for nylon. 7 1/2 oz. net. Label. Appl. author: Paul C. Hurley, Jr. © 1Apr54; KK97555.

PENNZOIL COMPANY. ©
Automobile dealers ... cash in on the greatest development in motor

oil history. Pennzoil 2-7. (In Automotive news, June 14, 1954, p. 17) Appl. author: A. Schneider. © 14Jun54; KK97577.

Every quart of motor oil guards 50 o/o more horsepower in the new Packard. Pennzoil, the Tough-Film motor oil. (In the Saturday evening post, Apr. 24, 1954, p. 141) Appl. author: A. Schneider. © 21Apr54; KK96052.

Five quarts of motor oil guard 47 o/o more horsepower in the new Dodge. Pennzoil, the Tough-Film motor oil. (In Holiday, June 1954, p. 22) Appl. author: A. Schneider. © 19May54; KK96669.

Horsepower up 74 o/o, still 6 quarts of oil in the new Chrysler. Pennzoil, the Tough-Film motor oil. (In Holiday, May 1954, p. 62) Appl. author: A. Schneider. © 16Apr54; KK95665.

Long quart saves oil and engine wear. Pennzoil, the Tough-Film motor oil. (In the American Legion, May 1954, p. 5) Appl. author: A. Schneider. © 1May54; KK96256.

Save oil and engine wear with this long quart. Pennzoil, the Tough-Film motor oil. (In Popular science, Apr. 1954, p. 45) Appl. author: A. Schneider. © 1Apr54; KK95261.

Saves oil and engine wear. This 100 o/o Pennsylvania motor oil ... Pennzoil, the Tough-Film motor oil. (In American Legion, Mar. 1954, p. 5) Appl. author: A. Schneider. © 1Mar54; KK94787.

33 o/o more horsepower per quart of motor oil in the Hudson Hornet. Pennzoil, the Tough Film motor oil. (In Holiday, Mar. 1954, p. 118) Appl. author: A. Schneider. © 17Feb54; KK95664.

PENTEX, INC. ©
Pentex biochemicals, uniformly dependable, reasonably priced, adequately stocked. (Biochemicals of animal origin) Sheet. Appl. author: Arlan Given Roberts. © 9Feb54; KK93535.

PEOPLES DEPARTMENT STORE. ©
Membership card, Millard's Shoe Club. Appl. author: Millard Harry Krasne. © 8Mar54; KK95615.

PEOPLES DRUG STORES, INC. ©
Thanks to modern medicine, he lived to tell the tale. Certified prescriptions. (In the Washington star pictorial magazine, Washington, D. C., Mar. 14, 1954, p. 11) Appl. author: Henry J. Kaufman & Associates. © 14Mar54; KK96924.

Thanks to modern medicine, he won this race in bed several years ago. Certified prescriptions. (In the Washington star pictorial magazine, Washington, D. C., May 9, 1954, p. 11) Appl. author: Henry J. Kaufman & Associates. © 9May54; KK96926.

Thanks to modern medicine, he's always on time for lunch hour. Certified prescriptions. (In the Washington star pictorial magazine, Washington, D. C., Apr. 11, 1954, p. 9) Appl. author: Henry J. Kaufman & Associates. © 11Apr54; KK96925.

PEORIA METAL SPECIALTY COMPANY. ©
Ripple chrome, new chrome kitchenware by Peoria. Sheet. Appl. author: Lewis S. Ross. © 8Dec53; KK92698.

PEP BOYS, MANNY, MOE AND JACK OF CALIFORNIA. ©
Jubilee sale, celebrating 20 years of service to the motoring public. (Auto parts & supplies, tools, hardware, bikes) (In Enterprise, Riverside, Calif., May 1, 1952) © 1May52; KK93870.

PEPPER (JAMES E.) AND COMPANY.
James E. Pepper Mint Julep Stick. Label. Appl. author: Erwin D. Swann. © Schenley Distillers, inc., d.b.a. James E. Pepper & Co.; 3Jun52; KK96286.

PEPPER (JAMES E.) AND COMPANY. SEE ALSO Schenley Distillers, inc.

PEPPERELL MANUFACTURING COMPANY. ©
Restless sleeper? Lady Pepperell's reversible Snug Fit sheet. (In Today's woman, Nov. 1952, p. 7) Appl. author: Benton & Bowles, inc. © 24Nov52; KK95484.

PERFECT FOODS, INC. ©
Dutch assortment. Sweetzels old fashioned cookies. 7 oz. net wt. Label. © 1Jun54; KK97533.

Pecan Krunch. Sweetzels old fashioned cookies. 7 oz. net wt. Label. © 19Apr54; KK95993.

PERFETTES. ©
Perfettes; perfume in tissues. Nocturne. 12 tissues. Label. Appl. authors: Louis Benson & Ben Grauman. © 4Jan54; KK95477.

PERKINS PRODUCTS COMPANY. ©
Kool-Aid, 5¢ package makes two quarts. [Pitcher & glasses filled with grape Kool-Aid] (Soft drink) (In Life, May 24, 1954, p. 74) Appl. author: Mrs. Peter Brandness. © 21May54; KK96807.

Kool-Aid, 5¢ package makes two quarts. [Pitcher & glasses filled with iced cherry Kool-Aid; picnic scene] (Soft drink) (In Life, June 14, 1954, p. 18) Appl. author: Mrs. Peter Brandness. © 11Jun54; KK97221.

Kool-Aid 5¢ package makes 2 qts. cPitcher & 6 glasses; well in background. (Soft drink powder) © 27May53; KK94316.

Kool-Aid, 5¢ package makes two quarts. cPitcher with faces (Soft drink) (In the Christian science monitor, May 28, 1954, p. 4C) Appl. author: Mrs. Peter Brandness. © 27May54; KK96933.

PERMA-KIL-M CORPORATION. ©
Perma-Kil paint insecticide, kills insects the lasting way. Contents 1 pound. Label. Appl. author: George McGinnes Pace. © 10Apr54; KK96266.

PERMA-STONE COMPANY. ©
Beautiful, permanent ultra-modern exteriors. Form [no.] F-4F. (Stone facing) Folder. Appl. author: J. E. Bateson. © 26Mar54; KK95208.

Many ways to beautify interiors with Perma-Stone. Form [no.] F3-3. (Stone facing) Folder. Appl. author: J. E. Bateson. © 22Mar54; KK95210.

Modernizing magic. Form [no.] B-2A. (Stone facing) 13 p. Appl. author: J. E. Bateson. © 1Apr54; KK95207.

Perma-Stone for beauty, permanence, strength. Form [no.] MP-5. [Mailing piece] (Stone facing) Folder. Appl. author: J. E. Bateson. © 16Jun54; KK97591.

PERMA-STONE COMPANY. Cont'd.

Perma-Stone, more for your home-building dollars. Form [no.] F2E. (Stone facing) Folder. Appl. author: J. E. Bateson. © 10May54; KK96635.

Perma-Stone perpetuates and protects the investment in your church. Form no. F6-D. (Stone facing) Folder. Appl. author: J. E. Bateson. © 15May54; KK96634.

Proudly you'll say, this is our home, it's Perma-Stone. Form [no.] F5-G. (Stone facing) Folder. Appl. author: J. E. Bateson. © 15Feb54; KK94014.

Startling transformation. Perma-Stone exteriors get the business. Form no. M.P. 4-A. (Stone facing) Folder. Appl. author: J. E. Bateson. © 20Mar54; KK95209.

PERMO, INC. ©

Big value, top performance. Permo-Point coin phonograph needles. Folder. © 15Feb54; KK93717.

Dealer price schedule. Use with catalog no. 104. Form no. DPS-104. (Phonograph needles, record brushes, recording tape & wire) 8 p. © 15May54; KK97233.

Distributor price schedule. Use with catalog no. 104. Form no. JPS-104. (Phonograph needles, record brushes, recording tape & wire) 8 p. © 15May54; KK97234.

PERMUTIT COMPANY. ©

Permutit automatic water softeners. Models OES 20 and 28. Sheet. © 24May54; KK96908.

Permutit automatic water softeners. Models OESQ 20 and 28. Sheet. © 24May54; KK96906.

Permutit free water clinic. (Water softener) Sheet. © 5Jan54; KK92818.

Permutit single valve water softeners. Models OSZ 20 and 28. Sheet. © 24May54; KK96907.

PERRY, ALBERT WILLIAM. ©

There's distinction in color-graph reproductions. [Design no.] 1234. (Printed merchandise, advertisements, greetings & other articles) Sheet. © 14Jun54; KK97427.

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We're so glad we bought a monument from Person. Folder. Appl. author: Harry Person. © 26Mar54; KK94858.

PETERS AND RUSSELL, INC. ©

Headlamp (plastic) bubbles for all sealed-beam headlights. Sparkling clear Tenite no. 2LR5590. Label. Appl. author: Nelson Ronsheim. © 30Dec53; KK93538.

Streamlite (plastic) bubbles for all sealed-beam headlights. Sparkling clear Tenite no. 3557. Label. Appl. author: Nelson Ronsheim. © 30Dec53; KK93537.

PETERSON (W. J.) INC. ©

The W. J. Peterson fifth wheel flange. Installation instructions. (Connection unit) Sheet. © 17Apr54; KK96434.

PETROLEUM HEAT AND POWER COMPANY, INC. ©

The new Petro room air conditioner for window mounting. Sheet. Appl. author: Edwin C. Mayer. © 11Mar54; KK95401.

PFAFF SEWING MACHINE CORPORATION. ©

Sew all these without attachments on the fabulous Pfaff sewing machine. (In Parents magazine, Dec. 1952, p. 107) Appl. author:

Bozell & Jacobs, inc. © 20Nov52; KK95926.

PFIZER (CHARLES) AND COMPANY, INC. © Among the candidates for Combandrin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95074.

Announcing broader coverage, better penetration, greater effectiveness in mastitis. Terramycin animal formula. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 15Feb54; KK97316.

Announcing new Terramycin products for livestock and poultry. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 3Feb54; KK97318.

Another Pfizer first, now the newest in broad-spectrum antibiotic therapy. Terramycin intramuscular. (Pharmaceutical) Catalog sheet. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95071.

Antibiotic synergism is observed ... Combiotic. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 15Dec53; KK97308.

Anti-inflammatory. Cortril, acetate aqueous suspension. [Code no.] H1225-1-4-210M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 14Jan54; KK93694.

Anti-inflammatory. Cortril, acetate topical ointment. [Code no.] H1228-1-4-210M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 11Jan54; KK93695.

Anti-inflammatory. Cortril brand of hydrocortisone, acetate ophthalmic ointment. [Code no.] H1224-12-3-210M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 29Dec53; KK92563.

Anti-inflammatory. Cortril, the anti-inflammatory hormone. [Code no.] H1226-1-4-6M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 15Jan54; KK93697.

Anti-inflammatory therapy, extended ... Cortril ... with Terramycin. [Code no.] H-1248-2-4-275M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 17Feb54; KK94158.

Anti-inflammatory. Today, Cortril brand of hydrocortisone, the anti-inflammatory hormone. [Code no.] H1208-12-3-270M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 4Dec53; KK92564.

Are you in this picture of lucky men? Terramycin. (Pharmaceutical) Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95077.

Chicago to Denver. The first compound effective against motion sickness ... Bonamine. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 29Jan54; KK97331.

Cortril acetate aqueous suspension contains hydrocortisone acetate ... [Code no.] H1226-1-4-75M. (Pharmaceuticals) Pamphlet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 15Jan54; KK93689.

Cortril acetate for intra-articular injection. [Code no.] H1217-12-3-200M. (Pharmaceuticals) File card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 11Dec53; KK92568.

Cortril acetate ophthalmic ointment. [Code no.] H1214-12-3-200M. (Pharmaceuticals) File card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 11Dec53; KK92567.

Cortril acetate ophthalmic ointment contains hydrocortisone acetate ... [Code no.] H1226-1-4-75M. [Eye] (Pharmaceuticals) Pamphlet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 15Jan54; KK93692.

Cortril acetate ophthalmic suspension with Terramycin hydrochloride. [Code no.] H1240-3-4-200M. (Pharmaceuticals) File card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 29Jan54; KK93688.

Cortril acetate ophthalmic suspension with Terramycin hydrochloride. [Code no.] H1244-3-4-60M. (Pharmaceuticals) Pamphlet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 23Feb54; KK94160.

Cortril acetate topical ointment. [Code no.] H1218-12-3-200M. (Pharmaceuticals) File card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 14Dec53; KK92572.

Cortril acetate topical ointment contains hydrocortisone acetate ... [Code no.] H1226-1-4-75M. [Feet] (Pharmaceuticals) Pamphlet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 15Jan54; KK93690.

Cortril brand of hydrocortisone. The predominantly effective glucocorticoid. [Code no.] H-1252-3-4-50M. (Pharmaceuticals) [Insert] Card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Division of Chas. Pfizer & Co., inc.; 31Mar54; KK95125.

Cortril tablets, brand of hydrocortisone. [Code no.] H1243-2-4-75M. (Pharmaceuticals) Pamphlet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 23Feb54; KK94155.

Cortril tablets, indications and dosage. [Code no.] H1241-2-4-200M. (Pharmaceuticals) File card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 29Jan54; KK93691.

Crystalline Terramycin tablets, sugar coated. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95064.

Dear Doctor: By combining Cortril, the predominantly effective glucocorticoid, and Terramycin ... [Code no.] H-1248-2-4-165M. (Pharmaceuticals) Card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 24Feb54; KK94161.

Dear Doctor: Cortril (brand of hydrocortisone) is now available as topical anti-inflammatory therapy ... [Code no.] H1228-1-4-150M. (Pharmaceuticals) Card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, inc., Div. of Chas. Pfizer & Co., inc.; 4Jan54; KK92570.

Dear Doctor: Of the many new drugs introduced each year ... Cortril tablets. [Code no.] H1242-2-4-160M. (Pharmaceuticals) Card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 31Dec53; KK94159.

Dear Doctor: Safe anti-inflammatory action in diseases of the anterior chamber of the eye is provided by the new Cortril (brand of hydrocortisone) dosage form. [Code no.] H1224-12-3-150M. (Pharmaceuticals) Card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 30Dec53; KK92571.

Dear Doctor: The accompanying folder provides detailed information regarding the newest dosage form of Cortril (brand of hydrocortisone) [Code no.] H1225-1-4-150M. (Pharmaceuticals) Card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 1Jan54; KK92569.

Devastated. Cortril tablets. [Code no.] H-1264 4-4-155M. (Pharmaceuticals) Self-mailer. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. Chas. Pfizer & Co., inc.; 1Apr54; KK95019.

Disaster. Cortril tablets. [Code no.] H-1262-4-4-155M. (Pharmaceuticals) Self-mailer. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. Chas. Pfizer & Co., inc.; 1Apr54; KK95020.

Do you encounter cases of bacillary dysentery? If you prescribe Terramycin for patients ... (Pharmaceutical) Post card. Appl. author: William Douglas McAdams, inc. © 20Jan54 (in notice: 1953); KK93022.

Do you have a patient with an abscess? If you prescribe Terramycin ... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 29Oct53; KK97298.

Do you have a patient with cystitis? If you prescribe Terramycin ... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 9Oct53; KK97296.

Do you have a patient with impetigo? If you prescribe Terramycin ... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 11Nov53; KK97334.

Do you have a patient with vaginitis? If you prescribe Terramycin ... (Pharmaceutical) Post card. Appl. author: William Douglas McAdams, inc. © 20Jan54 (in notice: 1953); KK93023.

Do you have a patient with whooping cough? If you prescribe Terramycin ... (Pharmaceutical) Post

card. Appl. author: William Douglas McAdams, inc. © 20Jan54 (in notice: 1953); KK93026.

Do you have patients with bacterial respiratory infections? If you prescribe Terramycin ... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 5Oct53; KK97295.

Do you have patients with burns and scalds? If you prescribe Terramycin ... (Pharmaceutical) Post card. Appl. author: William Douglas McAdams, inc. © 20Jan54 (in notice: 1953); KK93025.

Do you have patients with pyelitis of pregnancy? If you prescribe Terramycin ... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 19Nov53; KK97297.

Do you see children with tonsillitis? If you treat acute tonsillitis with Terramycin ... (Pharmaceutical) Post card. Appl. author: William Douglas McAdams, inc. © 20Jan54 (in notice: 1953); KK93027.

Do you see patients with food poisoning? If you prescribe Terramycin ... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 23Oct53; KK97335.

Do you treat a variety of cutaneous infections? If you prescribe Terramycin ... (Pharmaceutical) Post card. Appl. author: William Douglas McAdams, inc. © 20Jan54 (in notice: 1953); KK93024.

Dramatic control of immobilizing inflammation. Cortril tablets. [Code no.] H1250-3-4-165M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 4Mar54; KK94157.

Established Terramycin. An antibiotic of choice in modern practice ... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 19Feb54; KK97324.

Established Terramycin. Established potency, established response, established toleration. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 26Feb54; KK97323.

Estrogens; Diogyn for every estrogenic indication ... (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 28Dec53; KK97294.

Fasigyn, a Pfizer Syntex product in oil. (Pharmaceutical) Blotter. Appl. author: William Douglas McAdams, inc. © 14Dec53; KK97330.

Fasigyn, brand of estradiol benzoate. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 16Feb54; KK97304.

For a prompt response in rheumatic and other collagen diseases ... Cortril ... [Code no.] H1242-2-4-275M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 24Feb54; KK94156.

For perforated peptic ulcer, Steraject Combiotic aqueous suspension. (Pharmaceutical) Self-mailer. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95079.

For syphilis, Steraject, penicillin G procaine crystalline in aqueous suspension. (Pharmaceutical) Self-mailer. Appl. author: William Douglas McAdams, inc.

© 12Feb54 (in notice: 1953); KK95067.

For the flora that bloom in the spring. Cortril. [Code no.] H1270-4-4-165M. (Pharmaceuticals) Self-mailer. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Division of Chas. Pfizer & Co., inc.; 28Apr54; KK97602.

For your notebook, mineral metabolism schemata ... Spectrum. [Portfolio] (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95080.

For your notebook, schemata of body mechanics ... Spectrum. [Portfolio] (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95061.

From Los Angeles to London. Bonamine. [Code no.] B1030-11-3-148M. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 4Dec53; KK96687.

Get on the profit-track. Bonamine, for new freedom from train sickness. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 15Dec53; KK97311.

Here is your special copy of the latest information on new Cortril products. [Code no.] H1234-2-4-56M. (Pharmaceuticals) Glassine overwrap. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 25Jan54; KK93693.

Hold that 25 o/o. With the Pfizer Syntex steroid hormone line you can hold that 25 o/o. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 12Dec53; KK97306.

How many Cortril prescriptions are you prepared to fill right now? All the physicians in your area are now receiving the enclosed folder ... [Code no.] H1201-12-3-56M. (Pharmaceuticals) [Glassine overwrap] Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 11Nov53; KK92573.

Hundreds of detail men put across the Pfizer Syntex story. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 11Feb54; KK97307.

In cystitis, a rapid recovery, a quicker return. Terramycin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95068.

In nonspecific urethritis, a rapid recovery, a quicker return. Terramycin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 4Dec53; KK97321.

In pyelitis, a rapid recovery, a quicker return. Terramycin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 11Dec53; KK97293.

In pyelonephritis, a rapid recovery, a quicker return. Terramycin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 16Dec53; KK97312.

Lobar pneumonia. Terramycin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95078.

PFIZER (CHARLES) AND COMPANY, INC.
Cont'd.

Looking? In looking for a product to depend on ... Terramycin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 8Dec53; KK97315.

Microorganisms in veterinary medicine. Terramycin. (Pharmaceutical) Pamphlet. Appl. author: William Douglas McAdams, inc. © 29Dec53; KK97317.

Neodrol, a new crystalline steroid. (Pharmaceutical) Pamphlet. Appl. author: William Douglas McAdams, inc. © 27Oct53; KK97319.

New Bonamine, the first compound effective against motion sickness in a single daily dose. (Pharmaceutical) Self-mailer. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95070.

New concept in anti-inflammatory therapy, new safety. New Cortril acetate ophthalmic suspension with Terramycin hydrochloride. [Code no.] H1234-2-4-241M. (Pharmaceuticals) Pamphlet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 1Feb54; KK93698.

New Cortril brand of hydrocortisone tablets for a prompt response ... cCode no.] H1239-1-4-360M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. Chas. Pfizer & Co., inc.; 5Mar54; KK95022.

New formulation, fully soluble and absorbable. Terramycin dental cones. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 29Jan54; KK97327.

New market, new profits, new Bonamine for motion sickness. (Pharmaceutical) Catalog sheet. Appl. author: William Douglas McAdams, inc. © 12Feb54; KK95063.

New York to Rome. The first compound effective against motion sickness ... Bonamine. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 29Jan54; KK97326.

Newest of the dramatic hormones. Cortril brand of hydrocortisone. [Code no.] H1213-11-3-16M. (Pharmaceuticals) Sheet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 30Nov53; KK92566.

Now is the time. Terramycin pediatric drops, Terramycin oral suspension, antibiotic Candettes. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 3Dec53; KK97310.

Now the first broad-spectrum antibiotic available for intramuscular injection. Terramycin. Administration ... (Pharmaceutical) Blotter. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95062.

Now the first broad-spectrum antibiotic available for intramuscular injection. Terramycin. For new profits ... (Pharmaceutical) Blotter. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95065.

On the level. Terramycin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95073.

The only anti-inflammatory hormone for local therapy. Cortril brand of hydrocortisone. cCode no.] H 1215-11-3-150M. (Pharmaceuticals) Blotter. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 30Nov53; KK92565.

Out of control ... Cortril tablets. cCode no.] H-1263-3-4-155M. (Pharmaceuticals) Self mailer. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. Chas. Pfizer & Co., inc.; 22Mar54; KK95018.

Particularly suited. Terramycin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 28Dec53; KK97309.

Pfizer Syntex products. Synandrol, Synandrotabs, Synandrets. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95072.

Pfizer Syntex products. Syngesterone quality progestational hormones ... (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95076.

The pneumonias, management with antibiotic therapy. [Code no.] A1039-12-3-160M. (Pharmaceuticals) 67 p. Appl. author: William Douglas McAdams, inc. © 30Dec53; KK96688.

Proved Terramycin. We have experienced no real difficulty in administration ... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 4Mar54; KK97325.

'Round the world. The first compound effective against motion sickness ... Bonamine. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 25Feb54; KK97322.

Sit up and take notice of another prompt recovery. Terramycin pediatric drops. (Pharmaceutical) Trick card. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95075.

Specific promotion like this to all physicians in your area ... Cortril topical ointment. [Code no.] H1279-5-5-55M. [Insert] (Pharmaceuticals) Sheet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Division of Chas. Pfizer & Co., inc.; 30Apr54; KK97600.

Spring frolics or prelude to pruritus. Cortril. [Code no.] H1267-6-4-165M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Division of Chas. Pfizer & Co., inc.; 2Jun54; KK97599.

Super-highway to super profits. Just 2 tablets of Bonamine, for new freedom from car sickness. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 29Jan54; KK97314.

Synandrol, Synandrol-F. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 16Feb54; KK97303.

Teamed together, anti-inflammatory and anti-infective. Cortril with Terramycin. cCode no.] H1251-3-4-160M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. Chas. Pfizer & Co., inc.; 11Mar54; KK95017.

Terramycin guide to therapy. [Book] (Pharmaceutical) 72 p. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95301.

Terramycin intramuscular. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 19Mar54; KK97305.

Terramycin intramuscular. Rapidly attained, effective broad-spectrum action. (Pharmaceutical) Sheet. Appl. author: William Douglas McAdams, inc. © 28Jan54; KK97333.

Terramycin intramuscular. When antibiotic therapy is indicated ... (Pharmaceutical) File card. Appl. author: William Douglas McAdams, inc. © 12Feb54; KK95066.

Terramycin oral suspension (flavored) (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 18Dec53; KK97328.

Terramycin otic with polymyxin B sulfate and benzocaine. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 18Dec53; KK97300.

Terramycin pediatric drops. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 18Dec53; KK97329.

Terramycin tablets (sugar coated) (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 18Dec53; KK97301.

Terramycin vaginal tablets, with polymyxin B sulfate. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 18Dec53; KK97302.

Tested Terramycin. Regarded by clinicians as a drug of choice ... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 5Feb54; KK97332.

There are several reasons why practical veterinarians keep Terramycin intravenous veterinary, handy for use in the hospital and on calls. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 10Dec53; KK97313.

Train your sights on this cargo. Pfizer Syntex hormones. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 17Nov53; KK97320.

2 anabolic hormones combined. Combandrin [and] Combandrets. (Pharmaceuticals) Blotter. Appl. author: William Douglas McAdams, inc. © 28Jan54; KK97299.

Two new dosage forms for new prescription profits. Cortril tablets. [Code no.] H1236-1-4-16M. (Pharmaceuticals) Sheet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. of Chas. Pfizer & Co., inc.; 14Jan54; KK93696.

Versatile, important, profitable, Cortril tablets. cCode no.] H-1257-3-4-3M. (Pharmaceuticals) Catalog sheet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Div. Chas. Pfizer & Co., inc.; 8Mar54; KK95021.

Want \$mooth \$ailing? Bonamine. (Pharmaceutical) Self-mailer. Appl. author: William Douglas McAdams, inc. © 12Feb54 (in notice: 1953); KK95069.

When spring is here, can rhus dermatitis be far behind? Cortril. [Code no.] H1269-4-4-165M. (Pharmaceuticals) Self-mailer. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, Division of Chas. Pfizer & Co., inc.; 20Apr54; KK97601.

PFIZER LABORATORIES, DIVISION OF CHAS. PFIZER AND COMPANY, INC. SEE Pfizer (Charles) and Company, inc.

PHELAN-FAUST PAINT MANUFACTURING COMPANY. ©

Perky Phelan says: Phelan's paints were selected and used exclusively to give Busch Stadium its bright new look. (In Globe-democrat magazine, Apr. 4, 1954, p. 21) Appl. author: Ridgway Advertising Co. © 4Apr54 (in notice: 1949); KK96242.

Thanks for Lox profits, says Mr. Joe P. Gilmore. (Wood finishing) (In American paint and wallpaper dealer, Feb. 1954, p. 94b) Appl. author: Ridgway Co., inc. © 15Jan54; KK95988.

We believe Lox is the most outstanding product we've ever sold ... says Bert Steinkellner. (Wood finishing) (In American paint and wallpaper dealer, May 1954, p. 18a) Appl. author: Ridgway Advertising Co. © 1May54; KK95663.

PHENEX LABORATORIES, INC. ©

Introducing a totally new idea. Rinse away static electricity with Slip Ease. (In Harper's bazaar, Nov. 1952, p. 179) © 20Nov53 (in notice: 1952); KK96091.

PHILLIPS CHEMICAL COMPANY. ©

Here's your 1954 Philblack calendar. (Carbon) Appl. author: Alvin Theodore Pearson. © 13Nov53; KK94604.

PHILLIPS DRILL COMPANY. ©

Original Phillips self-drilling expansion shells. Cat. no. 1000. [Form] 100P. Folder. Appl. author: Joseph M. Warnimont. © 12Feb54; KK93774.

Original Phillips self-drilling expansion shells. Installation instructions. [Form] 106P. Folder. Appl. author: Joseph M. Warnimont. © 25May54; KK97091.

Parts list and instructions for operating Phillips motor hammers. Model K-454 and K-254, model SH-500 [and] model E-500. [Form] 111-P. Folder. Appl. author: Joseph M. Warnimont. © 27May54; KK97092.

Quick facts, original Phillips self-drilling expansion shells. [Form] 107P. [Envelope enclosure] Folder. Appl. author: Joseph M. Warnimont. © 9Apr54; KK95366.

PHILLIPS PUBLISHERS, INC. ©

Treasure chest, the secret center soap. Castile. Label. © 14May54; KK96962.

PICTSWET FOODS, INC. ©

Pictsweet frozen fresh asparagus cut spears. Net wt. 10 oz. Label. © 18Dec53; KK93343.

Pictsweet frozen fresh broccoli spears. Net wt. 10 oz. Label. © 6Oct53 (in notice: 1945); KK96042.

Pictsweet frozen fresh concentrated lemonade. Contents 6 fl. oz. Label. © 12Nov53; KK93342.

Pictsweet frozen fresh cut green beans. Net wt. 9 oz. Label. © 24Jul53; KK95974.

Pictsweet frozen fresh Fordhook lima beans. Net wt. 10 oz. Label. © 16Sep53; KK95973.

Pictsweet frozen fresh golden sweet corn. Net wt. 10 oz. Label. © 9Sep53 (in notice: 1945); KK96043.

Pictsweet frozen fresh green peas. Net wt. 10 oz. Label. © 8Oct53; KK95972.

Pictsweet frozen fresh melon balls. Net wt. 10 oz. Label. © 21Dec53; KK93344.

Pictsweet frozen fresh mixed vegetables. Net wt. 10 oz. Label. © 20Nov53; KK95970.

Pictsweet frozen fresh peas and carrots. Net wt. 10 oz. Label. © 8Dec53; KK95969.

Pictsweet frozen fresh pre-cooked mashed potatoes. Net wt. 10 oz. Label. © 5Nov53; KK93341.

Pictsweet frozen fresh pure orange juice, concentrated. Contents 6 fl. oz. Label. © 20Jan54; KK96044.

Pictsweet frozen fresh red raspberries in syrup. Net wt. 10 oz. Label. © 13Jul53; KK95976.

Pictsweet frozen fresh sliced peaches with syrup. Net wt. 12 oz. Label. © 3Nov53; KK95971.

Pictsweet frozen fresh sliced strawberries with sugar. Net wt. 10 oz. Label. © 13Jun53; KK95975.

PIER (M.) COMPANY. ©

Gray, and glad of it. Beautify and condition gray and white hair with Tiz-creme-rinses. (In Harper's bazaar, May 1954, p. 147) Appl. author: Grant Advertising, inc. © 1May54; KK96151.

PIETIG, ALVIN B. ©

Home ownership for security. Builders Name Plate. Card. © 16Feb54; KK94592.

PIKES PEAK SALES COMPANY. ©

Brewed with Rocky Mountain snow water. Pikes Peak genuine light premium beer. 24-12 oz. cans. Label. Appl. author: Richard W. Marland. © 11Jun54; KK97189.

PILLING (GEORGE P.) AND SON COMPANY. ©

Carabelli system for bronchoesophagology. (Surgical instruments) Pamphlet. Appl. author: Lee Ramsdell & Co., inc. © 5Oct53; KK95162.

Holinger [surgical] instruments. 9 p. Appl. author: Lee Ramsdell & Co., inc. © 5Jan54; KK95163.

Intestinal tubes for clinical use and research studies. (Surgical instruments) 9 p. Appl. author: Lee Ramsdell & Co., inc. © 5Oct53; KK95164.

PILLSBURY MILLS, INC. ©

Ann Pillsbury introduces five new holiday parfait pies. (Flour) Sheet. © 10Nov52; KK96614.

Pillsbury Best XXXX chocolate chip cookie mix. 13 3/4 oz. net wt. Label. © 15Oct53; KK93807.

Pillsbury Best XXXX golden rich cookie mix. 13 1/2 oz. net wt. Label. © 15Oct53; KK93806.

Pillsbury Best XXXX hotel & restaurant corn muffin mix. Net wt. 5 lbs. Label. © 23Sep53; KK93072.

Pillsbury Best XXXX hotel & restaurant southern corn bread mix. Net wt. 5 lbs. Label. © 24Sep53; KK92861.

Pillsbury Best XXXX hotel & restaurant spice cake mix. Net wt. 5 lbs. Label. © 8Dec53; KK93073.

Pillsbury Best XXXX waffle mix. Net wt. 14 oz. Label. © 15Jun53; KK93805.

PIPE, INC. ©

Pipe, a new magazine is born to serve mechanical specialties trades. Folder. © 10May54; KK96240.

PITCHAL, NATHAN H. ©

We don't blame others for selling for less, they know what their merchandise is worth. (Meat products) Card. © 10Mar54; KK96721.

PITTSBURGH PLATE GLASS COMPANY. ©

Design of the month. Folder. Jan. 1954. © 15Jan54; KK93114. Feb. 1954. © 3Feb54; KK93533. Mar. 1954. © 26Feb54; KK94017. Apr. 1954. © 15Mar54; KK94416. May 1954. © 20Apr54; KK95550. June 1954. © 18May54; KK96819.

Toughest weatherproof paint you can buy. Pittsburgh Sun-Proof house paint. (In the Progressive farmer, Oct. 1952, p. 116) Appl. author: Maxon, inc. © 15Sep52; KK93810.

PLANTABBS CORPORATION. ©

Feeds plants to beauty. (Odorless fertilizer tablets) Label. Appl. author: David H. Fulton, Jr. © 1Feb54; KK93232.

Plantabbs aquarium plant food. 50 tablets. Label. Appl. author: David H. Fulton, Jr. © 21Feb54; KK93984.

PLASTIC PRODUCTS COMPANY. ©

Stazon wall tile mastic. Dark resin type. Label. Appl. author: Richard W. Covert. © 17Feb54; KK96437.

PLASTONE COMPANY, INC. ©

For rent, your own garage for less than 1¢ a day. Turtle wax auto polish. (In Bloomfield democrat, Bloomfield, Iowa) © 25Feb54; KK94308.

Movie star says, only Turtle wax gives your car a hard shell finish. (In Herald journal, Clarinda, Iowa) © 11Jan54; KK93165.

Now like magic, new miracle furniture polish brings your furniture back to life. Turtle wax. (In the Record-herald) © 5Jan54; KK93164.

Now the secret of master craftsmen is yours at last. Turtle wax, the world's finest furniture polish. (In the Brewton standard, Brewton, Ala.) © 25Feb54; KK94305.

Now you can have a houseful of new furniture. Turtle wax, the world's finest furniture polish. (In the Graphic, Portland, Ind.) © 25Feb54; KK94309.

Torture tests prove Turtle wax auto polish can really take it. [Car crashing through plate glass] (In Bonners Ferry herald, Bonners Ferry, Idaho) © 25Mar54; KK95618.

Torture tests prove Turtle-wax auto-polish can really take it. [Car frozen in ice] (In the Brownstone banner, Brownstone, Ind.) © 12May54; KK97168.

Torture tests prove Turtle wax auto polish can really take it. [Dirt test] (In the Preston citizen, Preston, Idaho) © 25Feb54; KK94307.

Torture tests prove Turtle wax auto polish can really take it. [Flame test] (In the Weiser signal, Weiser, Idaho) © 28Jan54; KK94404.

PLASTONE COMPANY, INC. Cont'd.

Torture tests prove Turtle-wax auto polish can really take it. [4 tests: glass, fire, dirt, ice] (In Geneva County reaper, Geneva County, Ala.) © 8Apr54; KK95619.

Turtle wax, the only auto polish that does everything. (In Versailles republican, Versailles, Ind.) © 25Feb54; KK94487.

Turtle wax, the world's finest furniture polish ... (In Herald-register, Grinnell, Iowa) © 25Feb54; KK94306.

PLAUT AND LEDERMAN.

Compare this chair with any other csteel folding chair ... Sheet. Appl. author: Ray Gaedke. © George Lederman & Harvey S. Lederman, d.b.a. Plaut & Lederman; 24Dec53; KK93374.

PLEASANT VALLEY WINE COMPANY. ©

Entertaining begins after your wedding. Great Western. Pamphlet. Appl. authors: Rogers & Porter & Lyman M. Simpson. © 1Nov53; KK96470.

For a great wine, ask for Great Western New York State Tawny Port. (In Club management, Oct. 1953, p. 57) Appl. authors: Rogers & Porter & Lyman M. Simpson. © 1Oct53; KK96473.

Party cheer by New York State champagne. Great Western. (In the Epicure, fall & winter 1953, p. 9) Appl. authors: Rogers & Porter & Lyman M. Simpson. © 5Oct53; KK96471.

Punches for all occasions, by Great Western. Pamphlet. Appl. author: Rogers & Porter & Lyman M. Simpson. © 1Nov53; KK96474.

Serve a great wine, Great Western American cocktail sherry. (In House beautiful, Dec. 1953, p. 209) Appl. authors: Rogers & Porter & Lyman M. Simpson. © 20Nov53; KK96472.

PLESCIA, JACK AND CHARLES A. RINGLER, a co-partnership of GIACHINO'S FAMOUS FOODS COMPANY. SEE Giachino's Famous Foods Company.

POND'S EXTRACT COMPANY. ©

New deep-softening lotion scientifically years ahead. Amazing effects right away. Pond's Angel Skin. (In Vogue, Jan. 1954, p. 159) Appl. author: J. Walter Thompson Co. © 1Jan54; KK93740.

New lotion, scientifically years ahead actually heals chapped skin. Amazing effects right away. Pond's Angel Skin. (In Vogue, Feb. 15, 1954, p. 125) Appl. author: J. Walter Thompson Co. © 15Feb54; KK94148.

New lotion, scientifically years ahead actually heals chapped skin. Not just a cosmetic lotion. Pond's Angel Skin. (In Life, Jan. 11, 1954, p. 74-75) Appl. author: J. Walter Thompson Co. © 8Jan54; KK93065.

New lotion, scientifically years ahead actually heals chapping. Pond's Angel Skin. (In Family circle, Feb. 1954, p. 100) Appl. author: J. Walter Thompson Co. © 28Jan54; KK93739.

New revolutionary lotion actually heals chapped skin. Pond's Angel Skin. (In Better living, Mar. 1954, p. 46) Appl. author: J. Walter Thompson Co. © 18Feb54; KK94149.

Not just another cosmetic lotion, it's scientifically years ahead. Actually heals chapping. Pond's Angel Skin. (In Ladies' home journal, Mar. 1954, p. 193) Appl. author: J. Walter Thompson Co. © 25Feb54; KK94147.

Not just another cosmetic lotion, it's scientifically years ahead. Actually heals chapping. Pond's Angel Skin. (In Life, Feb. 8, 1954, p. 42-43) Appl. author: J. Walter Thompson Co. © 5Feb54; KK93741.

Now, a deep-softening lotion scientifically years ahead. Deep-softening action. Pond's Angel Skin. (In Life, Dec. 14, 1953, p. 143) Appl. author: J. Walter Thompson Co. © 11Dec53; KK93066.

Now, a deep-softening lotion scientifically years ahead. Not just a cosmetic lotion. Pond's Angel Skin. (In True story, Feb. 1954, p. 71) Appl. author: J. Walter Thompson Co. © 8Jan54; KK93067.

Revolutionary new lotion immediately softens and whitens detergent hands. It's scientifically years ahead. Pond's Angel Skin. (In True story, Dec. 1953, p. 73) Appl. author: J. Walter Thompson Co. © 11Dec53; KK93064.

Revolutionary new lotion, scientifically made to smooth and whiten detergent hands. Angel Skin. (In Ladies' home journal, Apr. 1954, p. 149) Appl. author: J. Walter Thompson Co. © 25Mar54; KK97345.

PORTABLE ALUMINUM IRRIGATION COMPANY.

A gentle rain, not a cloudburst. Folder. © Will C. Kinney, d.b.a. Portable Aluminum Irrigation Co. (in notice: Port-Alum); 25Jun53; KK95603.

POWERS, EMMETT, d.b.a. TREO PRODUCTS COMPANY. SEE Treo Products Company.

POWERS, ESTHER ELIZABETH. ©

Twylia Daunn, the nation's finest in leather wear. Folder. © 5Apr54; KK96644.

PRAIRIE SCHOONER, INC. ©

Prairie Schooner news. New trailer out in front. Folder. Appl. author: Juhl Advertising Agency. © 5Mar54; KK94867.

Schooners have come a long way. (Trailers) Folder. Appl. author: Juhl Advertising Agency. © 15Apr54; KK96309.

PRECISION MACHINE COMPANY.

Protecting water supplies by chlorination. Bulletin no. PM 31. (Chemical feed pump) Sheet. © Clifford B. Moller, d.b.a. Precision Machine Co.; 28Sep53 KK93594.

PREIS (H. P.) ENGRAVING MACHINE COMPANY. ©

Engraving machines and accessories. Bulletin no. B-1. Folder. Appl. author: Martin H. Preis. © 23May52; KK97278.

Preis Panto engraver, faithful reproduction in three dimension, for steel, other metals, plastics. Folder. Appl. author: Martin H. Preis. © 17Jun54; KK97617.

Preis-Panto two-dimensional engraving machine and attachments. Folder. Appl. author: Martin H. Preis. © 29May54; KK97277.

PREMIER PEAT MOSS CORPORATION. ©

Naturally good earth with Premier. New plastic Kar Bale. (In Southern florist & nurseryman, Mar. 19, 1954, p. 91) Appl. author: Freiwald & Coleman. © 19Mar54; KK96534.

Sensational new plastic bale, poly-laminated inside and outside. (In Seed world, Feb. 19, 1954, p. 21) Appl. author: Freiwald & Coleman. © 19Feb54; KK94979.

PRESTON (J. A.) CORPORATION. ©

Preston equipment for physical medicine and rehabilitation. Catalog 1054. 104 p. Appl. author: Joseph A. Preston. © 22Oct53; KK94556.

PRICE, IRA EMMET. ©

Now for the first time, a bench saw, radial saw, portable saw, all three in the complete sawing machine. Sheet. © 6Jan54; KK92660.

PRICE BATTERY CORPORATION. ©

Batteries. cSales manual; 40 p. Appl. author: Lamb & Keen, inc. © 8Feb54; KK94860.

PROCTER AND GAMBLE COMPANY. ©

Cheer is new, Cheer is blue. The only suds with blue magic whitener. cWoman holding drapes (Detergent) (In Houston post, Jan. 10, 1954, comic section) Appl. author: Young & Rubicam, inc. © 10Jan54; KK94940.

Cheer is new, Cheer is blue. The only suds with blue magic whitener. cWoman holding towels (Detergent) (In Farm journal, Jan. 1954, p. 56) Appl. author: Young & Rubicam, inc. © 12Dec53; KK94430.

Fluffy-light shortening Fluffio, blends better, better and easier than any shortening you can buy. cApple pie (In the Sunday telegram, Elmira, N. Y., June 27, 1954, comic section) Appl. author: The Biow Co., inc. © 27Jun54; KK97652.

Fluffy-light shortening Fluffio, blends better, better and easier than any shortening you can buy. cGolden layer cakes (In the Ithaca journal, June 3, 1954, p. 11) Appl. author: The Biow Co., inc. © 3Jun54; KK97572.

Fluffy-light shortening Fluffio, blends better, better and easier than any shortening you can buy. cGolden layer cakes (In the Topeka daily Capital, June 27, 1954, comic section) Appl. author: The Biow Co., inc. © 27Jun54; KK97628.

It's new, it's blue, it's Cheer. The only suds with blue-magic whitener. (Detergent) (In Houston post, Feb. 7, 1954, comic section) Appl. author: Young & Rubicam, inc. © 7Feb54; KK94941.

It's new, it's golden, it's Procter & Gamble's sunshine golden Fluffio, the golden shortening. (In Springfield news-sun, June 13, 1954, comic section) Appl. author: The Biow Co., inc. © 13Jun54; KK97562.

Lava new creamy white soap. Large size. Label. Appl. author: Gordon Aymar. © 19Nov53; KK92432.

New blue Cheer, the one and only blue magic suds ... It's true, in the last 6 months ... (Detergent) (In San Francisco chronicle, Aug. 30, 1953) Appl. author: Young & Rubicam, inc. © 30Aug53; KK92949.

New, Procter & Gamble's golden Fluffio, the golden shortening. (In the Cincinnati pictorial enquirer, June 13, 1954, p. 21) Appl. author: The Biow Co. © 13Jun54; KK97674.

Newest shortening discovery. Fluffo beats all for all frying. Apple fritters. (In the Sunday telegram, Elmira, N. Y., Dec. 13, 1953, comic section) Appl. author: The Biow Co., inc. © 13Dec53; KK92657.

No wonder more women are changing to new blue Cheer than to any other washday detergent. (In Farm journal, Nov. 1953) Appl. author: Young & Rubicam, inc. © 11Oct53; KK94429.

Nothing you can buy beats new blue Cheer for dishes. And Cheer's velvety soft-water-feel ... (Detergent) (In New Bedford standard-times, New Bedford, Mass., June 3, 1953) Appl. author: Young & Rubicam, inc. © 3Jun53; KK94460.

Procter & Gamble invents new-type detergent for automatic washers. Condensed suds, just the right amount ... Dash. (In the Evening tribune, Lawrence, Mass., June 8, 1954, p. 4) Appl. author: Compton Advertising, inc. © 8Jun54; KK97552.

Procter & Gamble invents new-type detergent for automatic washers. Dash gives you condensed suds ... (In Boston Sunday globe, May 16, 1954, p. 13) Appl. author: Compton Advertising, inc. © 16May54; KK96499.

Spic and Span cleans walls, woodwork, linoleum cleaner, twice as fast, twice as easy as soaps or detergents. (In Journal gazette, Fort Wayne, Ind., Oct. 11, 1953, comic section) Appl. author: The Biow Co., inc. © 11Oct53; KK94654.

Spic and Span gets linoleum cleaner, twice as fast, twice as easy as soaps or detergents. [Blonde holding package] (In Sunday news, New York, May 9, 1954, p. 32) Appl. author: The Biow Co., inc. © 9May54; KK96209.

Spic and Span gets linoleum cleaner, twice as fast, twice as easy as sudsy soaps or detergents. [Depicting girl holding mop] (In the Columbus Sunday dispatch magazine section, Mar. 7, 1954, p. 4) Appl. author: The Biow Co., inc. © 7Mar54; KK96438.

Spic and Span gets walls, woodwork, linoleum cleaner, twice as fast, twice as easy as soaps or detergents. [Red head] (In the Nashville Tennessean, Mar. 28, 1954, p. 33) Appl. author: The Biow Co., inc. © 28Mar54; KK96294.

Spic and Span gets your linoleum cleaner, twice as fast, twice as easy as sudsy soaps or detergents. [Depicting black haired girl holding package] (In Boston globe, Mar. 28, 1954, p. 11) Appl. author: The Biow Co., inc. © 28Mar54; KK96456.

This year use Fluffo in all your favorite holiday recipes. It's time for homemade fruit cakes. (Shortening) (In News leader, Springfield, Mo., Nov. 22, 1953, comic section) Appl. author: The Biow Co., inc. © 22Nov53; KK92589.

You've been cheering new blue Cheer for laundry because it gives you the cleanest, whitest washes possible. (Detergent) (In Taunton gazette, Taunton, Mass., May 27, 1953, p. 5) Appl. author: Young & Rubicam, inc. © 27May53; KK92948.

PROCTOR, MAURICE JONES, d.b.a. DOCTOR BOILER, INC. SEE Doctor Boiler, inc.

PROFESSOR DIAMOND.

Dream formula. Price \$1.00. (Horoscopes) Sheet. © Charles Forster, d.b.a. Prof. Diamond; 14Dec53; KK92749.

PROGRESSIVE ENTERPRISES, INC. ©

Craze. (Game) Label. Appl. author: Lawrence S. Dalton. © 1Apr54; KK96280.

PROSPERITY COMPANY, INC. ©

Modernize to meet today's demand, for quick-service quality cleaning. (Laundry machinery) (In American drycleaner, June 1954, p. 71) Appl. author: Syracuse Advertising. © 7Jun54; KK97166.

The new Prosperity sport shirt sleeve finisher. Model 2323-SSF. (Laundry machinery) Folder. Appl. author: Syracuse Advertising. © 11May54; KK96632.

Now, simplified operation ... and quality shirt finishing with the Prosperity cabinet shirt unit. (Laundry machinery) (In American laundry digest, Mar. 1954, p. 50-51) Appl. author: Syracuse Advertising. © 15Mar54; KK95282.

Now, 20 % faster operation than any other press of any make. (Laundry machinery) (In American drycleaner, June 1954, p. 61) Appl. author: Syracuse Advertising. © 7Jun54; KK97292.

Quality shirt finishing with speed and ease. (Laundry machinery) Folder. Appl. author: Syracuse Advertising. © 2Feb54; KK94012.

The two most perfected simplified 2-bath units. (Laundry machinery) Folder. Appl. author: Syracuse Advertising. © 9Feb54; KK94013.

Two new perfected simplified 2-bath cleaning units. (Laundry machinery) (In American dry cleaner, Mar. 1954, p. 74-75) Appl. author: Syracuse Advertising. © 10Mar54; KK95281.

PROTEXOL CORPORATION. ©

Protexol Pyresote wood preservative, for high resistance against fire, decay and insect attack. Folder. Appl. author: Carl F. Hartman. © 1Apr54; KK95959.

PUERTO RICO DISTILLING COMPANY.

Best rum, bar none. Ronrico. cSingle bottle with shadows. White label. (In Belle Fourche bee, Feb. 4, 1954, p. 2) © Puerto Rico Distilling Co., Ronrico Div.; 4Feb54; KK94494.

Drink of the month ad campaign for '54. (Rum) Folder. © Puerto Rico Distilling Co., Ronrico Division; 17May54; KK96304.

Hold on George, remember, in rum it's Ronrico. (In Newsweek, Feb. 22, 1954, p. 61) © Puerto Rico Distilling Co., Ronrico Div.; 19Feb54; KK93891.

Ronrico; best rum, bar none. Card. © Puerto Rico Distilling Co., Ronrico Div.; 1Dec53; KK92841.

Ronrico; best rum, bar none. c2 bottles. Gold label. (In Defender, Mar. 27, 1954, p. 17) © Puerto Rico Distilling Co., Ronrico Division; 27Mar54; KK96310.

PUNTA CLARA PRODUCTS.

Good things to eat. Punta Clara kitchen, Punta Clara Products, Point Clear, Ala. (Foodstuffs) Label. © Paul G. Pacey & Dorothy B. Pacey, d.b.a. Punta Clara Products; 20Feb54; KK93924.

PUREX CORPORATION, LTD. ©

Announcing the first true liquid bleach in safe dry form. Mail

coupon for free sample. (In Journal of home economics, Apr. 1953, p. 285) Appl. author: Foote, Cone & Belding. © 1Apr53; KK92667.

Announcing the first true liquid bleach in safe dry form. Send for free sample. (In What's new in home economics, Apr. 1953, p. 122) Appl. author: Foote, Cone & Belding. © 1Apr53; KK92666.

Attention septic tank owners. You can safely use Purex liquid bleach for all your laundry and housecleaning. (In Longview daily news, Mar. 30, 1954, p. 11) Appl. author: Foote, Cone & Belding. © 30Mar54; KK95194.

Baby's clothes, bibs, diapers need sanitizing and deodorizing ... Purex liquid laundry bleach. (In Longview daily news, Mar. 23, 1954, p. 5) Appl. author: Foote, Cone & Belding. © 23Mar54; KK95181.

Everyone's talking about this revolutionary new liquid bleach in safe dry form. (In Good housekeeping, Dec. 1953, p. 169) Appl. author: Foote, Cone & Belding. © 20Nov53; KK93425.

Everyone's talking about this revolutionary new liquid bleach in safe dry form. (In Woman's home companion, Dec. 1953, p. 66) Appl. author: Foote, Cone & Belding. © 20Nov53; KK92976.

5 times the profit margin per cubic foot. Purex dry bleach. (In Chain store age, Apr. 1954, p. 36) Appl. author: Foote, Cone & Belding. © 30Mar54; KK95380.

4 times the stock per foot. Compact new liquid bleach in dry form saves shelf space. (In Chain store age, grocery managers ed., July 1953, p. 277) Appl. author: Foote, Cone & Belding. © 30Jun53; KK92669.

How to cut labor costs for your bleach section. (In Chain store age, grocery executive ed., Nov. 1953, p. 47) Appl. author: Foote, Cone & Belding. © 30Oct53; KK92671.

How to whiten dingy, yellowing nylons. Purex liquid laundry bleach. (In Longview daily news, Apr. 2, 1954, p. 6) Appl. author: Foote, Cone & Belding. © 2Apr54; KK95193.

New beads o' bleach, harmless to cottons. Net weight 12 ounces. Label. © 27May54; KK96852.

New liquid bleach in safe dry form. Look, a bleach that doesn't run away. (In the Dakota farmer, July 18, 1953, p. 29) Appl. author: Foote, Cone & Belding. © 18Jul53; KK92670.

New liquid bleach in safe dry form. Never before a bleach like this. For kitchen; for bathroom; for laundry. (In Woman's home companion, Sept. 1953, p. 83) Appl. author: Foote, Cone & Belding. © 21Aug53; KK92842.

New, revolutionary, liquid bleach in safe dry form. (In the Guthrie leader, Mar. 4, 1953, p. 6) Appl. author: Foote, Cone & Belding. © 4Mar53; KK92665.

New safe dry bleach that whitens like liquid bleach. For work clothes, diapers, table linens ... (In Parade (Erie dispatch), Apr. 11, 1954, p. 21) Appl. author: Foote, Cone & Belding. © 11Apr54; KK96480.

PUREX CORPORATION, LTD.
Cont'd.

New safe dry bleach that whitens like liquid bleach. Sanitize as you whiten your wash ... (In Parade (Arkansas gazette), May 2, 1954, p. 30) Appl. author: Foote, Cone & Belding. © 2May54; KK96479.

New safe dry bleach that whitens like liquid bleach. Whitens, sanitizes cottons ... (In Parade (New Bedford standard-times) Feb. 14, 1954, p. 7) Appl. author: Foote, Cone & Belding. © 14Feb54; KK93773.

Save labels from Purex liquid laundry bleach. (In Atlanta daily world, Dec. 3, 1953, p. 5) Appl. author: Foote, Cone & Belding. © 2Dec53; KK95382.

Save servicing costs. Purex dry bleach. (In Supermarket news, May 24, 1954, p. 47) Appl. author: Foote, Cone & Belding. © 24May54; KK97163.

Try it, see for yourself. Liquid bleach in safe dry form. (In the Guthrie daily leader, Apr. 15, 1953, p. 6) Appl. author: Foote, Cone & Belding. © 15Apr53; KK92668.

Why pay laundry suds prices for dishwashing suds. Trend. (Detergent) (In the Wichita beacon, Wichita, Kan., Jan. 28, 1954, p. 24) Appl. author: Foote, Cone & Belding. © 28Jan54; KK93608.

Why this revolutionary new liquid bleach in safe dry form is sweeping the country. Say good-bye to clumsy jugs of liquid bleach. (In Woman's home companion, Oct. 1953, p. 120) Appl. author: Foote, Cone & Belding. © 18Sep53; KK92843.

Your clothes last longer with proper bleaching. (In Longview daily news, Apr. 9, 1954, p. 8) Appl. author: Foote, Cone & Belding. © 8Apr54; KK95541.

PURITAN FROSTED FOODS CORPORATION. © The world's finest foods at quantity discounts. This is your February-March price order list. Folder. Appl. author: Puritan-Beinecke Frosted Foods. © 1Feb54; KK93403.

PURNELL, LEWIS TREDWAY, d.b.a. NATIONAL POTATO CHIP SERVICES. SEE National Potato Chip Services.

Q

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Are your youngsters getting the right energy? Sunbeam enriched bread. (3 children eating) (In Attleboro, Mass., sun) © 5Oct53; KK92766.

Compare goodness. 3 great food extras. Stroehmann's Sunbeam enriched bread. [Two women] (In Jamestown post journal, Jamestown, N. Y.) © 2Feb54; KK93832.

Don't we all know it's the right energy. Sunbeam enriched bread. [Little boy sitting on floor buttering bread] (In North Attleboro, Mass., chronicle) © 26Oct53; KK92768.

Everybody needs the right energy. Sunbeam enriched bread. [Jeanne Crain; 2 football players] (In Press gazette, Green Bay, Wis.) © 20Oct53; KK92765.

Growing-up takes lots of the right energy. Sunbeam enriched bread. [Little boy & bicycle] (In Appleton, Wis., post-crescent) © 18Sep53; KK92763.

He especially needs the right energy. Sunbeam enriched bread. [Little boy reading book] (In La Crosse, Wis., tribune & leader-press) © 9Nov53; KK92772.

How to give children the right energy. Sunbeam enriched bread. [Little girl & boy raking leaves] (In Charleston, W. Va., mail) © 11Oct53; KK92767.

It's so easy to get the right energy. Sunbeam enriched bread. (Endorsed by) Jean Peters. (In Chester, Pa., times) © 19Nov53; KK92773.

Juliet inspired Romeo, and you inspired us. Maier's Sunbeam enriched bread. (In Reading eagle, Reading, Pa.) © 15Jan54; KK94062.

Keep on guard, eat energy packed Sunbeam enriched bread. Streamer. © 20Jun54; KK97548.

No other bread gives you so many extras. Stroehmann's Sunbeam, 3 great food extras. (Two women) (In Binghamton press) © 19Jan54; KK93280.

Pep up, build up, eat energy packed Sunbeam enriched bread. Streamer. © 1Apr54; KK97549.

Stay on the beam, eat energy packed Sunbeam enriched bread. [The Champions] Streamer. © 1Feb54 (in notice: 1953); KK96436.

What would you give for the right energy? Sunbeam enriched bread. (Endorsed by) Debra Paget. (In Bremerton, Wash., sun) © 30Oct53; KK92770.

Why there's a big difference in the right energy. Sunbeam enriched bread. [Little girl with skates] (In Appleton, Wis., post-crescent) © 25Sep53; KK92764.

Your children depend on you for the right energy. Sunbeam enriched bread. [Boy & girl at refrigerator] (In New Bedford, Mass., standard-times) © 9Nov53; KK92771.

Your children may be hungry for the right energy. Sunbeam enriched bread. [Young couple eating sandwiches] (In Hinton, W. Va., news) © 30Oct53; KK92769.

QUARLES, JOHN. ©

This is our customer dividend special for you. (Coats & suits) Sheet. © 25Feb54; KK95620.

QUIKEY MANUFACTURING COMPANY.

Quikoin coin holder. Display poster. © Benjamin Stiller, d.b.a. Quikkey Mfg. Co.; 3May54; KK96963.

R

R AND M PRODUCTS COMPANY.

Illustrated instructions for bag-opening tools. Sheet. © John B. Miller, d.b.a. R & M Products Co.; 26Apr54; KK96371.

Insert instant bag opener under first two stitches ... Label. Appl. title: Illustrated instructions for bag-opening tools. © John B. Miller, d.b.a. R & M Products Co.; 1Jun54; KK97532.

RABUT, PAUL.

Bringing television to more cities. SEE General Electric Company.

RADIO WIRE TELEVISION, INC. ©

Quantity limited on all items, first come first-served. Lafayette Radio, Dept. ST5. Sheet. Appl. author: M. H. Krantzberg. © 14May54; KK96753.

RAINEY, R. L., d.b.a. AD SCRIBE. SEE Ad Scribe.

RAMBLER, CHARLES EARLE. ©

Worth more in '54, better buy Buick, Kenn. Here are 7 reasons why you will always get a better deal on your next car. Folder. © 23Feb54; KK93835.

RAMONA CHENILLES.

A genuine Poodle-Tuft chenille product. Label. © Robert David Sanders & William Bartell Patey, d.b.a. Ramona Chenilles; 18Feb54; KK97235.

RAMSET FASTENERS, INC. ©

More power to you. New Ramset super-power Jobmaster. (Power tool) Folder. Appl. author: Alfred T. Goulding. © 16Mar54; KK95405.

Ramset split-second fastening into steel and concrete. (Tools & charges) 7 p. Appl. author: Alfred T. Goulding. © 3Apr54; KK95406.

RAMSEY CORPORATION. ©

In chrome ring sets too, you never need to compromise with Ramco. Ramco 10 Up piston rings. (In Motor age, Apr. 1954, p. 3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Apr54; KK96078.

Man, this really shows me why I make extra money with Ramco extra engineering. Ramco 10 Up piston rings. (In Motor age, June 1954, p. 3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Jun54; KK97593.

New sales power for the Ramco re-powering plan. Sieves. (In Jobber topics, Mar. 1954, p. 107-109) Appl. author: Van Auken, Ragland & Stevens. © 15Mar54; KK94498.

Ramco extra engineering means extra profits for you. Ramco 10 Up piston rings. (In Motor age, May 1954, p. 3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5May54; KK96960.

This no compromise story now appearing in automotive magazines, is another reason why you profit all-ways with Ramco. (Automotive piston rings) (In Jobber topics, Jan. 1954, p. 155-156) Appl. author: Van Auken, Ragland & Stevens. © 15Jan54; KK93254.

You need not compromise when you use Ramco. Ramco 10 Up piston rings. (In Motor age, Feb. 1954, p. 3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Feb54; KK93979.

You never need to compromise when you use Ramco. You profit all-ways with Ramco 10 Up piston rings. (In Motor age magazine, Jan. 1954, p. 3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Jan54; KK93255.

You never need to compromise when you use Ramco. You're always sure of chrome ... Ramco 10 Up piston rings. (In Motor age, Mar. 1954, p. 3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Mar54; KK94499.

You're sure to do the job right with Ramco. (Automotive piston rings) (In Motor age magazine, Dec. 1953, p. 3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Dec53; KK92332.

RANGER JOE, INC. ©

New arrival. Ranger Joe Wheat Honnies, Rice Honnies. (Cereal) (In Pittsburgh sun-telegraph, Apr. 6, 1954, p. 14) Appl. author:

Arndt, Preston, Chapin, Lamb & Keen, inc. © 6Apr54; KK95499.

RAPP-RAMSEY COMPANY. ©
Perfex all-purpose cleaner makes every cleaning job easier. Net wt. 31 oz. Label. Appl. author: The Ohio Boxboard Co. © 1May54; KK96401.

RATNER, LEE, d.b.a. LEE OF CHICAGO.
SEE Lee of Chicago.

RAVEN MILLS CORPORATION. ©
Ceepee twill. (Knitted, netted & textile fabrics & substitutes) Label. © 7Dec53; KK94761.

RAY PRODUCTS COMPANY. ©
Candy Colty. Net wgt. 1 3/4 oz. Label. Appl. author: Roland R. Bollman. © 20Dec53 (in notice: 1954); KK94975.

RAY-O-VAC COMPANY.
Light when you need it, big help to poultrymen. [Culling chickens] (Flashlight batteries) (In Poultry Tribune, Oct. 1952, p. 4) Appl. author: McCann-Erickson, inc. © Ray-O-Vac Co. & Ray-O-Vac Co., Canada, Ltd.; 10Oct52; KK96903.

Light when you need it most. [Camping scene] (Flashlight batteries) (In the Saturday evening post, Apr. 17, 1954, p. 132) Appl. author: McCann-Erickson, inc. © Ray-O-Vac Co., & Ray-O-Vac Co., Canada, Ltd.; 17Apr54; KK96902.

REAL ESTATE CORPORATION OF AMERICA. ©
Fertile Valley farms. (In San Antonio express, Mar. 19, 1954, p. 11A) Appl. author: J. N. Stebbins. © 19Mar54; KK96307.

The very finest-no shoestring deal. Fertile Valley Farms. (In San Antonio light, Apr. 4, 1954, p. 16-E) Appl. author: J. N. Stebbins. © 4Apr54; KK96841.

REAPE, JOHN E. ©
Hair specialist. Reape's skin treatment. For external use only. Label. © 3Mar54; KK94151.

REARDON COMPANY. ©
Best protection for stucco under the sun, or rain. Bondex cement paint. (In Sunset, Oct. 1953, p. 117) © 25Sep53; KK96410.

Big news, new formula, new products. Bondex heavy duty, Bondex cement paint, Reardon's quick plug. (In American paint & wallpaper dealer, May 1953, insert) © 15Apr53; KK96416.

Big smash double page ads. West Coast homeowners will be asking for new, improved Bondex cement paint ... (In Western paint review, Apr. 1953, p. 10-11) © 1Apr53; KK96411.

Bondex cement paint keeps masonry walls dry, sanitary, new looking. Bondex heavy duty sealer. (In Farm journal, Oct. 1953, p. 184-185) © 14Sep53; KK96404.

Bondex does it again with another big promotion this fall. (Paint products) (In American paint & wallpaper dealer, Sept. 1953, insert) © 15Aug53; KK96418.

Brush on a new wall in color, it's easy with one coat of amazing new Dramex [paint] (In St. Louis post dispatch, Sept. 11, 1953, p. 13A) © 11Sep53; KK96412.

It's easy to make cracked plaster, walls and ceilings look like new again with Dramex. Amazing one coat interior finish plasters as it paints. (In St. Louis post dispatch, Sept. 25, 1953, p. 6B) © 25Sep53; KK96415.

It's easy to make cracked plaster, walls and ceilings look new again with Dramex [paint] Amazing new product colors and covers cracks with just one coat. (In the Saturday evening post, Sept. 26, 1953, p. 147) © 26Sep53; KK96414.

New Dramex [paint] makes wallboard look like real painted plaster. (In St. Louis post dispatch, Sept. 18, 1953, p. 4C) © 18Sep53; KK96413.

New formula ends wet walls. Bondex heavy duty sealer, Bondex cement paint, Reardon's quick plug. (In Life, Apr. 13, 1953, p. 158-159) © 13Apr53; KK96409.

New formula ends wet walls, no more leaky basements. Bondex heavy duty, Bondex cement paint, Reardon's quick plug. (In St. Louis post dispatch, Apr. 17, 1953, p. 6B) © 17Apr53; KK96408.

Nothing cures damp walls like Bondex [paint], it penetrates, anchors, becomes part of the wall itself. (In the Saturday evening post, Oct. 3, 1953, p. 150) © 3Oct53; KK96406.

Now Dramex [paint] brings you the new deeper colors your customers have asked for. (In Western paint review, June 1953, p. 10-11) © 1Jun53; KK96407.

Stop, look what's happening to Dramex. (Paint products) (In American paint & wallpaper dealer, Aug. 1953, insert) © 15Jul53; KK96417.

We covered and colored cracked plaster with one easy coat of Dramex [paint] (In Better homes & gardens, Sept. 1953, p. 25) © 28Aug53; KK96405.

RECORD CLOTHES, INC. ©
3 color promotions to sell high style clothing. (In Esquire's apparel arts, Feb. 1954, p. 5) © 1Feb54; KK93532.

FED TOP BREWING COMPANY, d.b.a. WUNDERBRAU BREWING COMPANY. SEE Wunderbrau Brewing Company.

REDDI-WIP, INC. ©
Here's what happens when you serve fresh frozen berries with Reddi-Wip. (Whipping cream) (In Akron beacon journal, Feb. 18, 1954, p. 24) Appl. author: Ruthrauff & Ryan, inc. © 18Feb54; KK95178.

Idea for Easter. Helen Halligan says: Here's a brand new Easter egg fruit gelatin surprise. (Whipping cream) (In the Evening star, Washington, D. C., Apr. 14, 1954, p. A-16) Appl. author: Ruthrauff & Ryan, inc. © 14Apr54; KK96270.

Idea for tonight. Betty Crocker introduces today chocolate chiffon pie. (Whipping cream) (In the Evening star, Washington, D. C., Mar. 17, 1954, p. B-10) Appl. author: Ruthrauff & Ryan, inc. © 17Mar54; KK96449.

Idea for tonight. Betty Crocker says: Here's how to make the family's favorite strawberry shortcake. (Whipping cream) (In Evening tribune, San Diego, Calif., May 13, 1954, p. a-40) Appl. author: Ruthrauff & Ryan, inc. © 13May54; KK97418.

Idea for tonight. Helen Halligan says: Try grape froth new delicious gelatin treat for tonight. (Whipping cream) (In the Evening

star, Washington, D. C., Mar. 22, 1954, p. A-9) Appl. author: Ruthrauff & Ryan, inc. © 22Mar54; KK96446.

Idea for tonight. Helen Halligan says: Try my snow delight, new dessert treat less than 3¢ a serving. (Whipping cream) (In the Courier-journal, Louisville, Ky., Mar. 26, 1954, p. 13) Appl. author: Ruthrauff & Ryan, inc. © 26Mar54; KK96271.

I've gone modern, I glorify all my desserts the easy Reddi-Wip way. (Whipping cream) (In the Indianapolis star, Nov. 20, 1953, p. 25) Appl. author: Ruthrauff & Ryan, inc. © 20Nov53; KK93198.

Let Reddi-Wip buy you 2 packages of your favorite brand of gelatin free. Cakes taste better than ever with Reddi-Wip. (Whipping cream) (In the Evening star, Washington, D. C., Mar. 4, 1954, p. A-26) Appl. author: Ruthrauff & Ryan, inc. © 4Mar54; KK96699.

Let Reddi-Wip buy you 2 packages of your favorite brand of gelatin free. Cakes with Reddi-Wip. (Whipping cream) (In the Evening star, Washington, D. C., Apr. 8, 1954, p. A-24) Appl. author: Ruthrauff & Ryan, inc. © 8Apr54; KK96443.

New way to have glamorous gelatin desserts for less than 3¢ a serving. (Whipping cream) (In the Courier-journal, Louisville, Ky., Mar. 19, 1954, p. 10) Appl. author: Ruthrauff & Ryan, inc. © 19Mar54; KK96701.

New way to have glamorous gelatin desserts for less than 3¢ a serving. (Whipping cream) (In Toledo blade, Feb. 25, 1954, p. 23) Appl. author: Ruthrauff & Ryan, inc. © 25Feb54; KK95682.

Pumpkin pie becomes just wonderful with Reddi-Wip. (Whipping cream) (In Better living, Nov. 1, 1952, p. 63) Appl. author: Ruthrauff & Ryan, inc. © 1Nov52; KK93673.

Reddi-Wip saves you 10¢ on Borden's cottage cheese. (Whipping cream) (In the Bremerton sun, Apr. 8, 1954, p. 18) Appl. author: Ruthrauff & Ryan, inc. © 8Apr54; KK96448.

Repeated at your request, Mr. Grocer. This 10¢ saving on Reddi-Wip means \$\$ for you. (Whipping cream) (In the Grocers' spotlight, Nov. 20, 1953, p. 3) Appl. author: Ruthrauff & Ryan, inc. © 20Nov53; KK93560.

Serve shortcake tonight. Make it easy, make it often with Bisquick 'n fresh, real cream Reddi-Wip. (Whipping cream) (In Buffalo evening news, Feb. 24, 1954, p. 59) Appl. author: Ruthrauff & Ryan, inc. © 24Feb54; KK97067.

Serve shortcake tonight. Make it easy, make it often with Bisquick 'n fresh, real cream Reddi-Wip. (Whipping cream) (In Evening tribune, San Diego, Calif., May 6, 1954, p. a-38) Appl. author: Ruthrauff & Ryan, inc. © 6May54; KK97390.

Serve shortcake tonight. Make it easy, make it often with Bisquick 'n fresh, real cream Reddi-Wip. (Whipping cream) (In the Washington post and times herald, Washington, D. C., May 7, 1954, p. 12) Appl. author: Ruthrauff & Ryan, inc. © 7May54; KK97417.

REDDI-WIP, INC. Cont'd.

Serve this dessert masterpiece to-night, frozen berries 'n Reddi-Wip. (Whipping cream) (In Family circle, Feb. 1954, p. 70) Appl. author: Ruthrauff & Ryan, inc. © 1Feb54; KK95686.

Serve this dessert masterpiece to-night, frozen berries 'n Reddi-Wip. [Little boy, Bisquick & Reddi-Wip] (Whipping cream) (In Parade (Chicago Sunday sun-times), Feb. 7, 1954, p. 12) Appl. author: Ruthrauff & Ryan, inc. © 7Feb54; KK96698.

Serve this dessert masterpiece to-night, frozen berries 'n Reddi-Wip. c3 insets: gelatin; cake; pie; (Whipping cream) (In Life, Feb. 8, 1954, p. 12) Appl. author: Ruthrauff & Ryan, inc. © 8Feb54; KK94248.

Special Reddi-Wip offer, save 10¢ on your favorite brand of gelatin, when you buy fresh, real cream Reddi-Wip. (Whipping cream) (In Rochester post-bulletin, Mar. 25, 1954, p. 17) Appl. author: Ruthrauff & Ryan, inc. © 25Mar54; KK96444.

Today's dessert bargain. Fresh, real cream Reddi-Wip, America's no. 1 dessert glamorizer now only 49¢. Glamorize all your puddings ... (Whipping cream) (In Los Angeles herald & express, Mar. 25, 1954, p. C-8) Appl. author: Ruthrauff & Ryan, inc. © 25Mar54; KK96447.

Today's dessert bargain. Fresh, real cream Reddi-Wip, America's no. 1 dessert glamorizer now only 49¢. Here's the easy way to put big smiles on little faces. (Whipping cream) (In Los Angeles evening herald & express, Mar. 18, 1954, p. C-11) Appl. author: Ruthrauff & Ryan, inc. © 18Mar54; KK96700.

REDNER, JAMES ARTHUR. ©

Nutritional processes are subject to description in terms of chemistry. SM-20. (Soil amendment) Sheet. © 17Feb54; KK93938.

SM-20, a soil amendment. Label. © 1Sep53; KK93937.

RELIABLE SHOULDER PAD, INC. ©

Make-a-doll for your darling. (Doll parts) Sheet. Appl. author: Harry Katz. © 15Jan54; KK94315.

RELIABLE TEXTILE COMPANY, INC. ©

Kabuki, Colorite processed for permanent crease resistance. A Reltex fabric. Label. Appl. author: George Tarshes. © 25Feb54; KK95123.

Rikisheen; rayon, acetate & dacron. Label. Appl. author: Irving Roaman. © 24Feb54; KK94899.

Tisza; rayon, acetate & dacron. Label. Appl. author: Irving Roaman. © 24Feb54; KK94902.

RELIANCE CHEMICALS CORPORATION. ©

Betty Bionetic's new first aid to waste treatment. Counter display card. © 1Dec53; KK93210.

Nature's own Bionetic cleans septic tanks and grease traps faster, more economically. Betty Bionetic [wall banner] © 1Dec53; KK93209.

REMCOR PRODUCTS COMPANY. ©

For low cost dependable performance, and a new space-saving design, it's a Remcor Cooler Cub. (Electric water coolers) Folder. © 1Jun54; KK96899.

RENAIRE CORPORATION. ©

A guaranteed way of saving money on food. (Freezer-food plan) Folder. Appl. author: Raymond Rosenberg. © 30Mar54; KK95458.

You're already paying for a freezer. (Freezer-food plan) Card. Appl. author: Raymond Rosenberg. © 30Mar54; KK95457.

REPUBLIC MOLDING CORPORATION. ©

Better housekeeping with Freezettes, Republic's famous Plette, utility jar, left-over dish, baby set, cups and saucers. Sheet. Appl. author: Leo Wolf. © 15Nov53; KK93247.

Better housekeeping with Freezettes, utility bowls, canister set, Polly-Flex bread container, crisp-er, Polly-Flex butter dish and cover. Sheet. Appl. author: Leo Wolf. © 15Nov53; KK93248.

Better housekeeping with Republic's Polly-Flex housewares. Mixing bowls ... (Food containers) Sheet. Appl. author: Leo Wolf. © 15Nov53; KK93250.

For better food storage, use Freezettes. (In Farm journal, June 1953, p. 96) Appl. author: Leo Wolf. © 15May53; KK95100.

Fresh cake months old. Republic Cakette. (Food containers) Sheet. Appl. author: Leo Wolf. © 15Jan54; KK93246.

Newest addition to the Republic's Polly-Flex family of housewares. (Food containers) (In Housewares review, Sept. 1952, p. 10) Appl. author: Leo Wolf. © 20Aug52; KK95098.

Republic, the greatest name in plastics. Freezettes, the finest food containers on the market. (In the Progressive farmer, Apr. 1954, p. 10) Appl. author: Leo Wolf. © 20Mar54; KK95245.

Republic, the greatest name in plastics. Mass display sells Republic's Polly-Flex housewares and Freezette food containers. Folder. Appl. author: Leo Wolf. © 5Jan54; KK93249.

Republic, the greatest name in plastics suggests appropriate Xmas gifts beautifully designed. Polly-Flex housewares. (Food containers) Sheet. Appl. author: Leo Wolf. © 1Nov53; KK93871.

This is the way to bake a cake. Use Republic's Polly-Flex mixing bowls. (In Good housekeeping, v. 135, no. 4, p. 112) Appl. author: Leo Wolf. © 15Sep52; KK95099.

You too, will prefer Freezettes for freezing foods. (In Ladies' home journal, v. 69, no. 5, p. 112) Appl. author: Leo Wolf. © 20Apr52; KK95097.

RESESKA, HELEN MARIE. ©

Rainbow cigarettes. Label. © 19Apr54 (in notice: 1953); KK95632.

REVCO, INC. ©

All new Revco trim-line upright [food freezer] with the exclusive sliding stack-rack. Bulletin no. UF-174. Sheet. © 5Jan54; KK93847.

Everything's new for '54 with Revco food freezers. (In Electrical dealer, v. 43, no. 1, p. 4 of cover) Appl. authors: Guy Davis & Charles Doner. © 1Jan54; KK93205.

Here's why Revco with exclusive Revcold freezing action is your best buy. Form no. A-4773. (Food freezers) Label. Appl. authors: Charles Doner & Guy Davis. © 20Dec53; KK92745.

Here's why Revco with exclusive Revcold freezing action is your best buy. Form no. A-4775. (Food freezers) Label. Appl. authors: Charles Doner & Guy Davis. © 20Dec53; KK92744.

1954 Revco food freezers, Revcold freezing action. Folder. © 5Jan54; KK93846.

1954 Revco food freezers. Revcold freezing action. Folder. Appl. authors: Charles Doner & Guy Davis. © 1Jan54; KK92743.

Revcold freezing action for positive 2-way food flavor protection. (In the Saturday evening post, May 8, 1954, p. 108) Appl. authors: Guy Davis & Charles Doner. © 5May54; KK96217.

REX INDUSTRIES, INC.

Red-Pencil takes over Rex stores. (Electrical appliances, housewares) (In Sunday news, New York, Hudson County section, Oct. 18, 1953, p. 11H-15H) Appl. author: Arthur M. Abrahams. © Rex Industries, inc., t.a. Rex; 18Oct53; KK93582.

REYNOLDS, JAMES FRANCIS AND ROE PALMER HENDRICK, d.b.a. TARTAN TOYS. SEE Tartan Toys.

REYNOLDS, NADINE.

Now you can banish gray hair forever. SEE Bymart-Tintair, inc. Now you can color your hair just like nature originally colored every strand. SEE Bymart-Tintair, inc.

REYNOLDS METALS COMPANY. ©

Building your aluminum mail box. (Reynolds do-it-yourself, plan no. 107) Folder. Appl. author: John H. Fox. © 17May54; KK97181.

Charcoal Briquets and quick-action starter for Reynolds Wrap Grill. Label. Appl. author: William D. Christman. © 1Apr54; KK95412.

Charcoal starter for Reynolds Wrap Grill. (Fuel) Label. Appl. author: William D. Christman. © 22Mar54; KK95413.

Circus wagon toy cart. (Reynolds do-it-yourself, plan no. 108) (Aluminum) Folder. Appl. author: John H. Fox. © 11May54; KK97180.

Fireplace set. (Reynolds do-it-yourself, plan no. 101) (Aluminum) Folder. Appl. author: John H. Fox. © 9Apr54; KK97047.

New kind of aluminum turns amateurs into experts. Do-it-yourself aluminum. (In Life, Nov. 23, 1953, p. 130-131) Appl. author: Price, Robinson & Frank, inc. © 20Nov53; KK96370.

Reynolds Wrap pure aluminum foil. 200 interfolded sheets. Label. Appl. author: William D. Christman. © 29Mar54; KK95411.

Reynolds Wrap sportsman grill, radiant heat charcoal broiler. Label. Appl. author: William D. Christman. © 26Apr54; KK95414.

Sportsman's cane seat. (Reynolds do-it-yourself, plan no. 103) (Aluminum) Folder. Appl. author: John H. Fox. © 12Apr54; KK97048.

Study desk contemporary design.
(Reynolds do-it-yourself, plan no. 113) (Aluminum) Folder. Appl. author: John H. Fox. © 19Apr54; KK97050.

10 home improvement projects.
(Reynolds do-it-yourself, plan no. 102) (Aluminum) Folder. Appl. author: John H. Fox. © 9Apr54; KK97049.

RHEEM MANUFACTURING COMPANY. ©

Less housework for mother with Rheem-mates. Rheem hot water, Rheem soft water. (In Sunset, Sept. 1952, p. 89) Appl. author: Campbell-Ewald Co., inc. © 1Sep52; KK93031.

RHEINGOLD BREWING COMPANY. ©

Bald können auch Sie Ihre Stimme abgeben für die nächstjährige Miss Rheingold. Rheingold extra dry lager beer. (In California Staats-Zeitung, May 14, 1954, p. 8) Appl. author: Foote, Cone & Belding. © 14May54; KK97467.

Bienvenida a la Rheingold, a California. [Endorsed by] Douglas Fairbanks, Jr. [and 5 others] (In La Opinion, May 3, 1954, p. 8) Appl. author: Foote, Cone & Belding. © 3May54; KK97472.

Das Bier, das bei Weitem den grössten Absatz im Osten Amerikas hat ... Rheingold extra dry lager beer. (In California Staats-Zeitung, Apr. 23, 1954, p. 8) Appl. author: Foote, Cone & Belding. © 23Apr54; KK97469.

Das durch seine Qualität berühmte Rheingold extra dry lager Bier ... (In California Staats-Zeitung, May 7, 1954, p. 8) Appl. author: Foote, Cone & Belding. © 7May54; KK97468.

The famous yeast for Rheingold beer flies west. Rheingold extra dry lager beer. (In Los Angeles times, Apr. 26, 1954, p. 10) Appl. author: Foote, Cone & Belding. © 26Apr54; KK97461.

Kenner haben's ausgefunden, dies ist Bier, wie Bier soll munden. Rheingold extra dry lager beer. (In California Staats-Zeitung, May 21, 1954, p. 8) Appl. author: Foote, Cone & Belding. © 21May54; KK97466.

The largest-selling lager beer in the east is coming soon to southern California. (In Los Angeles times, Apr. 12, 1954, p. 10) Appl. author: Foote, Cone & Belding. © 12Apr54; KK97529.

Mi cerveza es Rheingold, la mejor cerveza, dice Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold picking flowers; table scene] (In La Opinion, June 1, 1954, p. 8) Appl. author: Foote, Cone & Belding. © 1Jun54; KK97473.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold planting flowers] (In Home (Los Angeles times magazine section), May 23, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 23May54; KK97462.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold with donkey] (In Home (Los Angeles times magazine section), June 6, 1954, p. 64) Appl. author: Foote, Cone & Belding. © 6Jun54; KK97471.

Now you can enjoy our favorite beer, Rheingold extra dry. [Endorsed by] Lex Barker [and 5 others] (In Los Angeles times, May 31, 1954, p. 22) Appl. author: Foote, Cone & Belding. © 31May54; KK97463.

Rheingold is coming. Rheingold extra dry lager beer. (In California beverage publications price bulletin, Apr. 1954, p. D-E) Appl. author: Foote, Cone & Belding. © 20Mar54; KK95381.

Rheingold is here. Rheingold extra dry lager beer. (In Commercial bulletin, Apr. 30, 1954, p. 12-13) Appl. author: Foote, Cone & Belding. © 30Apr54; KK97470.

Soon you will be able to vote for the next Miss Rheingold. (In Los Angeles times, May 10, 1954, p. 10) Appl. author: Foote, Cone & Belding. © 10May54; KK97465.

We all agree on Rheingold extra dry, it's beer as beer should taste. [Endorsed by] Hoagy Carmichael [and 5 others] (In Los Angeles times, May 24, 1954, p. 10) Appl. author: Foote, Cone & Belding. © 24May54; KK97464.

RHEINGOLD BREWING COMPANY. SEE ALSO Liebmann Breweries, inc.

RICE, HARRY CURTIS, d.b.a. STRESAMIN VITAMIN COMPANY. SEE Stresamin Vitamin Company.

RICH MANUFACTURING CORPORATION. ©

For 45 years, a trusted name in original equipment. Now a quality leader in replacement [engine] valves. Folder. Appl. author: Howard H. Rich. © 26Oct53; KK94513.

R M C replacement [engine] valves. Catalog no. 53. Pamphlet. Appl. authors: George E. Rich & G. William Moody. © 27Nov53; KK94514.

RIGGIO TOBACCO CORPORATION. ©

Cleanest bill of health. King size Cort cigarettes, first to announce surgically pure filter material. (In Daily news, New York, Mar. 9, 1954, p. 13) Appl. author: Richard M. Mason. © 9Mar54; KK94814.

RINGLER, CHARLES A. AND JACK PLESCIA, a co-partnership of GIACHINO'S FAMOUS FOODS COMPANY. SEE Giachino's Famous Foods Company.

RIPON KNITTING WORKS. ©

Fun styles, sun styles, by Ripon. (Slipper socks) (In McCall's, May 1954, p. 128) Appl. author: The Buchen Co. © 5May54; KK96336.

Look for Ripons to step out ahead. cPark Avenue, Argyle & Mayflower (Slipper socks) (In Footwear news, Apr. 23, 1954, p. 13) Appl. author: The Buchen Co. © 23Apr54; KK96337.

Look for Ripons to step out ahead. cReindeer, Argyle & Cable (Slipper socks) (In Men's wear, May 14, 1954, p. 59) Appl. author: The Buchen Co. © 14May54; KK96923.

Now Ripon offers a line of special styles for summer selling. (Slipper socks) (In Boot and shoe recorder, Jan. 15, 1954, p. 66-67) Appl. author: The Buchen Co. © 15Jan54; KK93436.

RISINGER, ROBERT C. ©

Indian Tether Ball. (Outdoor game) Label. © 30Mar54; KK95058.

RITE COLD PRODUCTS COMPANY. ©

A barrel of facts about beer. c2d ed. 23 p. © 3Nov53; KK93384.

ROBBIN PRODUCTS. ©

Automatic electric roaster, deep fryer, cooker. Prom. no. 261. Sheet. Appl. author: Meyer Robbin. © 16Apr54; KK95839.

Boys & girls chain drive pedal-motor bike. Ad-mat no. 812. Sheet. Appl. author: Meyer Robbin. © 1Dec53; KK92577.

Color for less than the cost of white. 54 piece pastel colored Cannon sheets & towel ensemble. Ad mat no. 522. Sheet. Appl. author: Meyer Robbin. © 2Jan54; KK92578.

New portable cooler chest. Free 8 piece luncheon set. Ad mat no. 761. Sheet. Appl. author: Meyer Robbin. © 1May54; KK96944.

2 for 1 sale. Du Barry & Chantilly dinnerware. Ad mat no. 421. Sheet. Appl. author: Meyer Robbin. © 5Apr54; KK95838.

ROBBINS (D.) AND COMPANY. ©

De Luxe puzzle set. 4 baffling puzzles, each in its own plastic box. Label. Appl. author: David Robbins. © 15Jan53; KK97169.

ROBERTS, VIRGINIA L., AND JANE B. JOHNSON, d.b.a. FU-SHOU PRODUCTS. SEE Fu-Shou Products.

ROBINSON, A. B. ©

The Joy Plan is this, the placing of your insurance with the professional insurance man of your choice. Sheet. © 6Feb54; KK93499.

ROBINSON, ALBERT PARIS. ©

Tristop scores again. (Fireplace dampers) Sheet. © 15Jan54; KK93492.

ROBINSON FOOD PRODUCTS, INC. ©

Old Orleans barbecue beans. Net weight 16 ozs. Label. Appl. author: Robert H. Robinson. © 15Apr54; KK95859.

ROBINSON FURNACE COMPANY. ©

Heating facts for users of warm air furnaces. Folder. © 29May54; KK97405.

ROCHESTER BREWING COMPANY, INC. ©

Light, dry Topper beer. Contents 12 fl. ozs. Label. © 5May54; KK96726.

ROCK OF AGES CORPORATION. ©

On Memorial Day our cemetery is like a beautiful church. The Passion flower. (In the Saturday evening post, Mar. 27, 1954, p. 102) Appl. author: Harold Cabot & Co., inc. © 24Mar54; KK94919.

ROCKWELL, NORMAN.

Beanie. SEE Kellogg Company. Corn flakes.

Freckles. SEE Kellogg Company. Corn flakes.

Pigtails. SEE Kellogg Company. Corn flakes.

Sis. SEE Kellogg Company. Corn flakes.

RODENBERG, DAVID. ©

Let-R-Game play sheet. Instruction sheet. Folder. © 11Feb54; KK93680.

ROEBLING'S (JOHN A.) SONS CORPORATION. ©

It's a tough life, but a long one, for the new Roebling fishing boat rope. Folder. Appl. author: Albert Neroni. © 1Mar54; KK96739.

ROGER MANUFACTURING COMPANY. ©
Zits and Zats the acrobats. (Game)
Label. Appl. author: Marian
Bers. © 1Mar54; KK95197.

ROLLKA, EMMA VICTORIA. ©

Shopping Bergen County with Vicky.
Hello, I'm your roving reporter.
(Retail merchandise) (In Bergen
evening record, Jan. 13, 1954, p.
23) © 13Jan54; KK92979.

Shopping Bergen County with Vicky.
Hello, many thanks again for your
letters of congratulations. (Re-
tail merchandise) (In Bergen eve-
ning record, Feb. 10, 1954, p. 27)
© 10Feb54; KK93610.

Shopping Bergen County with Vicky.
Hello, thank you so much for your
enthusiastic response to my first
column. (Retail merchandise)
(In Bergen evening record, Jan.
27, 1954, p. 35) © 27Jan54;
KK93204.

Shopping Bergen County with Vicky.
Hello, this column has appeared
every other week up to the pres-
ent. (Retail merchandise) (In
Bergen evening record, Feb. 17,
1954, p. 29) © 17Feb54; KK93768.

Shopping Bergen County with Vicky.
I call it magic. (Retail merchan-
dise) (In Bergen evening record,
Mar. 3, 1954, p. 27) © 3Mar54;
KK94336.

ROMAN PRODUCTS CORPORATION. ©

Roman Ravioli cheese. Net weight
8 oz. Label. Appl. author: Ray-
mond Woita. © 5Jan54; KK96303.

RONRICO DIVISION, PUERTO RICO DISTILL-
ING COMPANY. SEE Puerto Rico
Distilling Company.

RONSON ART METAL WORKS, INC. ©

Both trays free with best-seller
Ronson [cigarette] lighter assort-
ment. (In Post exchange directo-
ry, Feb. 1954, p. 140) Appl. au-
thor: William H. Weintraub & Co.,
inc. © 1Feb54; KK94002.

For a new flame on his birthday ...
(Cigarette lighters) (In Life)
Appl. author: Wm. H. Weintraub Co.,
inc. © 26Apr54; KK96838.

Lighter moments, by Sheila White.
(Cigarette lighters) (In Seven-
teen) Appl. author: Wm. H. Wein-
traub Co., inc. © 1May54;
KK96831.

New Ronsonol switch-spout makes
lighter refueling faster, easier.
(In Life) Appl. author: Wm. H.
Weintraub Co., inc. © 19Apr54;
KK96830.

Notes on etiquette, by Emily Post.
(Lighters) (In Ladies' home jour-
nal, Feb. 1954, p. 58) Appl. au-
thor: Wm. H. Weintraub & Co., inc.
© 27Jan54; KK96452.

Ronson advertising reaches a new
high. (Cigarette lighters) (In
Jewelry, Jan. 1954, p. 36) Appl.
author: William H. Weintraub &
Co., inc. © 10Jan54; KK93213.

ROSE-MARTIN, INC. ©

Take a Peg. (Liquor) Sheet.
© 7Jan54; KK93370.

ROSE MILL, INC. ©

100 % stone ground whole wheat
bread. Net weight one pound. La-
bel. © 6Jan54 (in notice: 1953);
KK92728.

ROSENBLATT AND KAHN, INC. ©

For America's best dressed little
women. A Bambury original [coat]
Coats made so lovely ... (In Good
housekeeping, Sept. 1952, p. 194)
Appl. author: Sol Rosenblatt.
© 20Aug52; KK94980.

For America's best dressed little
women. A Bambury original [coat]
You want the best for your daugh-
ter. (In Parents' magazine, Sept.
1952, p. 108) Appl. author: Sol
Rosenblatt. © 1Sep52; KK94298.

ROSENLOF, KENNETH E., d.b.a. KEN-SEAL
COMPANY. SEE Ken-Seal Company.

ROSS (KEN) PRODUCTS COMPANY. ©

De-Zine-It, creative, artistic, ed-
ucational frame tray puzzle game.
Label. Appl. author: Robert J.
Kennedy. © 1Apr54; KK95360.

ROSSIGER (H. P.) AND COMPANY, INC. ©

Anti-Carie controls smut. Net
weight 5 lbs. (Seed disinfectant)
Label. Appl. author: Fred A.
Straessle. © 3May54; KK95874.

ROUBIAN, VAHE S., sole owner PARK-
WOODS COMPANY. SEE Park-Woods Com-
pany.

ROX PRODUCTS COMPANY.

Approx: Coverage Rox masonry paint
(two coats) Display card.
© Henry W. Cairns, d.b.a. Rox
Products Co.; 12Apr54; KK96896.

Dricote cement and masonry paint.
Label. © Henry W. Cairns, d.b.a.
Rox Products Co.; 29Jan54;
KK97586.

50,000 watt radio, and plenty of it
is being used to sell. Masonry
paint. (In American paint and
wallpaper dealer, Mar. 1954, p.
76) Appl. author: Clark & Bo-
bertz Agency, inc. © Henry W.
Cairns, d.b.a. Rox Products Co.;
1Mar54; KK94534.

Painting contractors and builders
give your customers a guaranteed
job at less cost to you, with Rox
masonry paint. Sheet. Appl. au-
thor: Clark & Bobertz Agency, inc.
© Henry W. Cairns, d.b.a. Rox
Products Co.; 10Jun54; KK97161.

Rox masonry paint, a miracle of mod-
ern chemistry, becomes part of the
wall itself. Display poster.
Appl. author: Clark & Bobertz
Agency, inc. © Henry W. Cairns,
d.b.a. Rox Products Co.; 1Mar54;
KK94533.

Rox masonry paint, a miracle of mod-
ern chemistry, becomes part of the
wall itself. This unique display
... (In American paint and wall-
paper dealer, Feb. 1954, p. 15)
Appl. author: Clark & Bobertz
Agency, inc. © Henry W. Cairns,
d.b.a. Rox Products Co.; 1Feb54;
KK94535.

ROYAL FACTORIES.

Royal grilles and accessories. The
aristocrat of aluminum. Folder.
© Royal Factories, Norman Cutler,
sole owner; 1Mar54; KK95577.

Royal viewer. (Aluminum door
grilles & accessories) Sheet.
© Royal Factories, Norman Cutler,
sole owner; 1Mar54; KK95578.

RUBBER AND ASBESTOS CORPORATION. ©

Bondmaster adhesives for Mylar poly-
ester film. Sheet. Appl. au-
thor: Bernard E. Sugarman.
© 31Mar54; KK96921.

R & A Plymaster adhesives for print-
ed circuit laminates. Folder.
Appl. author: Bernard E. Sugarman.
© 10Feb54; KK94544.

RUBENS AND MARBLE, INC. ©

Rubens dress-up waterproof baby
pants, made of Syntilon. Label.
© 17Jun54; KK97718.

RUBINSTEIN (HELENA) INC. ©

Amazing new miracle discovery with
vitamin A gives skin younger,

smoother look. Lanolin-Vitamin
formula. (Cosmetics) (In the
Philadelphia inquirer, Oct. 11,
1953, p. 38) © 11Oct53; KK93169.

The beauty of Cologne Foam by
Helena Rubinstein. (Cosmetics)
Folder. © 23Dec53; KK93676.

Cologne Foam gives you both fra-
grance and body-smoothing-in one
new whipped cream formula. (Cos-
metics) (In Vogue, Mar. 15, 1954,
p. 42) © 15Mar54; KK95525.

Exciting discovery by Helena Rubin-
stein. Deep Cleanser. (Cosmet-
ics) (In Baltimore American, Mar.
14, 1954, p. 4D) © 14Mar54;
KK95522.

For the world's most beauty con-
scious women, Skin Serum. (Cos-
metics) (In Harper's bazaar, Nov.
1953, p. 81) © 28Oct53; KK93175.

For women who want to look younger
than they are. Skin Serum. In-
visible film hides lines and wrin-
kles. (Cosmetics) (In the New
Yorker, Mar. 27, 1954, p. 6)
© 27Mar54; KK95787.

For women who want to look younger
than they are. Skin Serum. Sud-
denly you have a new lease on
radiance and beauty. (Cosmetics)
(In Town & country, Apr. 1954, p.
28) © 31Mar54; KK95786.

Helena Rubinstein announces Minute
Make-Up. From the first lady of
beauty ... (In the Philadelphia
inquirer, Sept. 20, 1953, p. 10)
© 20Sep53; KK93171.

Helena Rubinstein announces Minute
Make-Up. Here is the new all-in-
one make-up ... (In the Philadel-
phia inquirer, Feb. 14, 1954, p.
14) © 14Feb54; KK93732.

Helena Rubinstein announces Minute
Make-Up. Sensational new make-up
gives you more glamour in less
time ... (In Detroit free press,
Feb. 9, 1954, p. 28) © 9Feb54;
KK95521.

Helena Rubinstein announces Noa Noa.
(Perfume) (In the New Yorker,
May 15, 1954, p. 10) © 15May54;
KK96695.

Helena Rubinstein beauty expert home
course. Lesson no. 1. For a dewy
young look, dry skin treatment.
(Cosmetics) Folder. © 4Mar54;
KK96250.

Helena Rubinstein beauty expert home
course. Lesson no. 2. Problem
skins, oily skin, coarse pores and
blackheads. (Cosmetics) Folder.
© 4Mar54; KK96251.

Helena Rubinstein beauty expert home
course. Lesson no. 3. Age is
skin deep, the mature and sensi-
tive skin treatments. (Cosmetics)
Folder. © 4Mar54; KK96252.

Helena Rubinstein beauty expert home
course. Lesson no. 4. The body
beautiful, fragrance and grooming.
(Cosmetics) Folder. © 4Mar54;
KK96253.

Helena Rubinstein beauty expert home
course. Lesson no. 5. Make-up is
magic, types and techniques of
make-up. Folder. © 4Mar54;
KK96254.

Helena Rubinstein beauty expert home
course. Lesson no. 6. All about
your hair, grooming and glamour.
(Cosmetics) Folder. © 4Mar54;
KK96255.

Helena Rubinstein creates a new per-
fume, Noa Noa. (In Vogue, May 1,
1954, p. 24) © 1May54; KK96265.

Helena Rubinstein creates Silk-Tone,
the first glamour make-up for dry
skin. (In the Sun, Baltimore,
Apr. 25, 1954, p. 16) © 25Apr54;
KK96263.

Helena Rubinstein introduces Gauguin Pink. (Cosmetics) (In Vogue, May 1, 1954, p. 26)
© 1May54; KK96264.

Helena Rubinstein introduces lanolin-vitamin formula. Here is Helena Rubinstein's exciting new beauty miracle ... (Cosmetics) (In Glamour, Nov. 1953, p. 147)
© 20Oct53; KK93018.

Helena Rubinstein introduces lanolin vitamin formula. One of the most news-making discoveries ... (Cosmetics) (In Richmond times-dispatch, Oct. 18, 1953, p. 10B)
© 18Oct53; KK93177.

Helena Rubinstein introduces new whipped-cream cologne, Cologne Foam ... Have Cologne Foam ... (In Mademoiselle, Mar. 1954, p. 81)
© 26Feb54; KK95523.

Helena Rubinstein introduces new whipped-cream cologne, Cologne Foam ... Try Cologne Foam ... (Cosmetics) (In Charm, Apr. 1954, p. 71)
© 19Mar54; KK95526.

How to be a blonde. Helena Rubinstein's new hair cosmetics give you the beautiful born-blonde look. (In Harper's bazaar, Nov. 1952, p. 6)
© 3Nov52; KK92554.

How to lift, tone and tighten facial contours, with Contour-Lift Film. (Cosmetics) (In the Sun, Baltimore, May 16, 1954, p. 29)
© 16May54; KK97068.

Now melt hair off legs in minutes, with Helena Rubinstein's Nudit. (Cosmetics) (In the Philadelphia inquirer, June 13, 1954, p. 8)
© 13Jun54; KK97574.

Sensational new cosmetic lifts, tones and tightens your facial contours. (In Los Angeles times, Oct. 4, 1953, p. 18)
© 4Oct53; KK93170.

This fall, fashionable heads are turning Copper Leaf. (Cosmetics) (In Glamour, Oct. 1953, p. 24)
© 22Sep53; KK93019.

Today, more women over 35 look years younger. These pictures tell the dramatic story ... (Cosmetics) (In the Philadelphia inquirer, Jan. 10, 1954, p. 8-9)
© 10Jan54; KK93178.

Wash your hair with color. Helena Rubinstein, world-leading beauty authority, creates Color-Tone shampoos ... (In the Sun, Baltimore, June 13, 1954, p. 6)
© 13Jun54; KK97434.

Wash your hair with color. Helena Rubinstein's amazing new Color-Tone shampoos ... (In the Milwaukee journal, Nov. 15, 1953, p. 22)
© 15Nov53; KK93179.

You're pretty in a minute. Helena Rubinstein's new Minute Make-Up. From the first lady of beauty ... (In Charm, Sept. 1953, p. 67)
© 22Aug53; KK93176.

You're pretty in a minute. Helena Rubinstein's new Minute Make-Up. This new all-in-one make-up ... (In Mademoiselle, Feb. 1954, p. 58)
© 29Jan54; KK93494.

You're pretty in a minute. Helena Rubinstein's new Minute Make-Up. This new all-in-one make-up ... (In Vogue, Feb. 15, 1954, p. 121)
© 15Feb54; KK93719.

RUDIGER-LANG COMPANY. ©

It's time to install Tension-tite aluminum window screens. Streamer. Appl. author: Conley, Baltzer & Steward. © 2Mar54; KK95967.

We both prefer Tension-tite aluminum window screens. Folder. Appl. author: Conley, Baltzer & Steward. © 22Mar54; KK94930.

RUNLEY, JOSEPH F. AND JOSEPH P. KRENZ, owning and operating the firm JUSPOR FOODS. SEE Juspor Foods.

RUPPERT, JACOB. ©

Famous New York traditions of Father Knickerbocker. Dutch landing at Communipaw. (Beer) (In the New Yorker, May 22, 1954, p. 117)
Appl. author: The Biow Co., inc. © 22May54; KK97159.

Famous New York traditions of Father Knickerbocker. Hudson sights Manhattan. (Beer) (In the New Yorker, Apr. 24, 1954, p. 110)
Appl. author: The Biow Co., inc. © 24Apr54; KK96213.

Famous New York traditions of Father Knickerbocker. Purchase of the Island of Manhattan. (Beer) (In the New Yorker, Mar. 27, 1954, p. 67)
Appl. author: The Biow Co., inc. © 27Mar54; KK95260.

RUPPERT KNICKERBOCKER BEER AND RUPPERT ALE.

Less filling, more delicious too.

Cans are lighter. (In the Evening banner, Bennington, Vt., Mar. 12, 1954, p. 14)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 21Mar54; KK96377.

Less filling, more delicious too.

Come join the party. (In Daily news, New York, Apr. 30, 1954, p. 37)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 30Apr54; KK96976.

Less filling, more delicious too.

Come join the party. (In New York journal American, Apr. 29, 1954, p. 26)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 29Apr54; KK97004.

Less filling, more delicious too.

Imagine, if you will, a beer with a taste so bright ... (In Daily news, New York, Mar. 23, 1954, p. 33)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 23Mar54; KK95090.

Less filling, more delicious too.

Imagine, if you will, a beer with a taste so bright ... (In New York journal-American, Mar. 24, 1954, p. 36)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 24Mar54; KK95520.

Less filling, more delicious too.

In today's gatherings of modern, trim-looking folk ... (In New York journal American, May 6, 1954, p. 22)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 6May54; KK97010.

Less filling, more delicious too.

In today's gatherings of modern, trim-looking folk ... cLawn party (In Daily news, New York, June 18, 1954, p. 35)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 18Jun54; KK97651.

Less filling, more delicious too.

In today's gatherings of modern, trim-looking folk ... cPenthouse party (In Daily news, New York, May 7, 1954, p. 39)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 7May54; KK96636.

Less filling, more delicious too.

It's true, a beer can have the bright melody of taste ... (In Daily news, New York, Mar. 17, 1954, p. 43)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 17Mar54; KK96397.

Less filling, more delicious too.

It's true, a beer can have the bright melody of taste ... (In New York journal-American, Mar. 16, 1954, p. 20)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 16Mar54; KK95519.

Less filling, more delicious too.

Right in the picture with today's smart, trim-looking folk ... (In New York journal American, Apr. 22, 1954, p. 22)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 22Apr54; KK97019.

Less filling, more delicious too.

What a pleasant difference in Knickerbocker. (In New York journal-American, Apr. 1, 1954, p. 22)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 1Apr54; KK95994.

Less filling, more delicious too.

What a pleasant difference you'll find in Knickerbocker. (In Daily news, New York, Mar. 31, 1954, p. 45)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 31Mar54; KK95091.

Less filling, more delicious too.

When you're invited to have a Knickerbocker ... (In Daily news, New York, Apr. 7, 1954, p. 53)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 7Apr54; KK96617.

Less filling, more delicious too.

When you're invited to have a Knickerbocker ... (In New York journal-American, Apr. 7, 1954, p. 42)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 7Apr54; KK95667.

Sells best because it tastes best.

(In the Burlington free press, Dec. 18, 1954, p. 14)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 18Dec53 (in notice: 1954); KK92928.

Thousands of Vermonters agree, it's the best way to buy beer. (In the Evening banner, Bennington, Vt., Jan. 15, 1954, p. 8)
Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 15Jan54; KK93408.

RUSSELL UNIFORM COMPANY. ©

Uniforms and equipment. Sheet. Appl. author: Joseph A. Russell. © 8Jan54; KK92649.

RUTHENBERG, MARY, t.a. D AND D MANUFACTURING COMPANY. SEE D and D Manufacturing Company.

RUTHENBERG, MARY, t.a. DANDEE DOLL MANUFACTURING COMPANY. SEE Dandee Doll Manufacturing Company.

S

S AND R RESEARCH. ©

At last, electric light lure Electro-lure slaughters fish. Appl. author: Richard P. Knerr. © 4Apr54; KK95903.

SKF INDUSTRIES, INC. ©

Another SKF first. Now, an SKF improvement ... spherical roller bearings. (In Plant engineering, Mar. 1954, p. 56) Appl. author: Robert George Moore. © 1Mar54; KK95362.

The SKF SR type. A new double row, ball bearing tension pulley for spinning and twisting frames. Folder. Appl. author: Robert Moore. © 16Apr54; KK95392.

This is no good without this. SKF ball and roller bearings. (In Business week, Apr. 10, 1954, p. 118) Appl. author: Andrew J. Lyons. © 10Apr54; KK95781.

Together they'll make life easier for flagmen, life more profitable for management. SKF freighter roller bearings. (In Business week, Dec. 19, 1953, p. 166) Appl. author: Andrew J. Lyons. © 19Dec53; KK92544.

S. O. S. COMPANY. ©

Tuffy cleans off sticky crusted foods, yet always rinses clean. (In Better homes & gardens, Mar. 1953, p. 112) Appl. author: Margaret Petsch. © 27Feb53; KK96193.

Tuffy; scrubs pots and pans, washes dishes, always rinses clean. Label. © 22Oct53; KK92516.

S. W. MANUFACTURING COMPANY.

Roof Tye, the original clamp-on roof service attachment. Sheet. © William N. Shuter, d.b.a. S. W. Manufacturing Co.; 1Feb54; KK94897.

Roof-Tye, the original clamp-on service bracket. (Roof clamps) Folder. © William N. Shuter, d.b.a. S. W. Manufacturing Co.; 1Feb54; KK95898.

SAALFIELD PUBLISHING COMPANY. ©

Dolly sewing box. Push-outs, yarns, padding ... [No.] 6043. Label. © 1Jul53; KK93043.

Pre school picture puzzles. [No.] 7461. Label. © 4Jan54; KK96285.

Pretty Toymaker sewing cards. [No.] 4176. Label. © 14May53; KK93046.

Puzzle fun for one or more. Six large puzzles ... [No.] 7459. Label. © 18Jun53; KK93045.

Sew and play with Toymaker cards. [No.] 4176. Label. © 14May53; KK93049.

Sewing fun with Toymaker cards. [No.] 5175. Label. © 23Jun53; KK93051.

Toymaker sewing cards. 14 cards and laces. [No.] 6037. Label. © 22Apr53; KK93044.

Toymaker sewing cards. [No.] 4173. [Little girl making duck] Label. © 4Mar53; KK93047.

Toymaker sewing cards. [No.] 4173. [Toy dog & teddy bear] Label. © 4Mar53; KK93048.

Toymaker sewing cards. [No.] 5174. [Toy duck & clown doll] Label. © 23Jun53; KK93050.

Trace and color. 4 books. [No.] 4076. [Little kitten] Label. © 4Jan54; KK96283.

Trace and color. 4 books. [No.] 4077. [Little boy running from rain] Label. © 4Jan54; KK96284.

20 activity books. Things to do, dots, cut-outs, hidden pictures. [No.] 6046. Label. © 21May53; KK93042.

20 activity books. Things to do, stencils, quizzes, hidden pictures. [No.] 6039. Label. © 21May53; KK93041.

Wet the brush and bring out the colors. [No.] 4075. [Two little rabbits water coloring] Label. © 4Jan54; KK96281.

Wet the brush and bring out the colors. [No.] 5051. [Little girl water coloring; birds on fence] Label. © 4Jan54; KK96282.

SACHS, MAXWELL d.b.a. SPRING-O-LATOR MANUFACTURING COMPANY. SEE Spring-O-Lator Manufacturing Company.

SACKETT, MAURICE WILLIAM. ©

This is my life, in portraits of beauty. (Photography) Coupon book no. 1967. © 29Jan54; KK94869.

SACONY, A DIVISION OF S. AUGSTEIN AND COMPANY, INC. SEE Augstein (S.) and Company, inc.

ST. LOUIS PRODUCTS COMPANY. ©

Remember? Ah-ooo-gah [auto horn] Sheet. Appl. author: Maxwell Advertising Co. © 31Dec53; KK95031.

ST. MARYS WOOLEN MANUFACTURING COMPANY. ©

Mother's Day. (Blankets) (In Holiday, May 1954, p. 161) Appl. author: Gibbons-O'Neill, inc. © 14Apr54; KK95669.

SALERNO-MEGOWEN BISCUIT COMPANY. ©

Salerno royal grahams. One pound net weight. (Cookies) Label. Appl. author: Arno Juntunen. © 24Feb54; KK94495.

Salerno royal shortbread. 15 ounces net weight. (Cookies) Label. Appl. author: Arno Juntunen. © 16Mar54; KK94497.

Salerno royal strawberry mallows. 1 1/2 dozen. Label. Appl. author: Arno A. Juntunen. © 10Feb54; KK93715.

Salerno royal sundae. Net wt. 8 oz. (Cookies) Label. Appl. author: Arno Juntunen. © 10Feb54; KK94496.

Salerno sugared Jingles. Net weight 10 ounces. (Cookies) Label. Appl. author: Arno Juntunen. © 15Jan54; KK92987.

SALES-MAKERS COMPANY.

Your picture is worth 50,000 words. (Rubber photo stamp) Sheet. © Kenneth B. Maines, d.b.a. Sales-Makers Co.; 15Jan53; KK96959.

SAMANN, JULIUS.

Car-Freshner sweetens & freshens air in your car and home. (Perfume & deodorizing devices) Display card. © Julius Samann, d.b.a. Jules Saman; 14Jan54; KK94401.

HouSweet for garden-fresh air. cFlowers (Perfume & deodorizing devices) Display card. © Julius Samann, d.b.a. Jules Saman; 14Jan54; KK94399.

HouSweet sweetens & freshens air in your car and home. cGlamour girls (Perfume & deodorizing devices) Display card. © Julius Samann, d.b.a. Car Freshner Co.; 14Jan54; KK94400.

SANDERS, ROBERT DAVID, AND WILLIAM BARTELL PATEY, d.b.a. RAMONA CHENILLES. SEE Ramona Chenilles.

SANDOZ CHEMICAL WORKS, INC. ©

Hydergine sublingual tablets and ampuls. (Pharmaceuticals) (In GP, Feb. 1954, p. 233) Appl. author: Julian Garbat. © 1Feb54; KK96689.

SANFORD INK COMPANY, INC. ©

Snip and paste. (Activity sheets & accessories) Label. © 10May54; KK97290.

SANISCO DISPLAY COMPANY. ©

Sanisco merchandising display systems, for the ice cream industry. Catalog no. 6. 26 p. Appl. author: Gerhard Vetter. © 2Jan54; KK94175.

SAPOLIN PAINTS, INC. ©

Sapolin SR house paint. 775 brilliant white. Contents 1 quart (U. S.) Label. Appl. author: Richard J. Eckart. © 15Apr54; KK96485.

SAUNDERS DISTRIBUTORS, INC., t.a. GOLD STAMP PREMIUM COMPANY. SEE Gold Stamp Premium Company.

SAVOY, RICHARD A., t.a. SEPTICO COMPANY. SEE Septico Company Laboratories.

SAVOY OF LONDON, LTD. ©

Savoy of London, England's finest [cigarette] lighters. Folder. © 4Jan54; KK93707.

SAXE, VAN RENKSELAER P. ©

Saxe welded connections. (In Sweet's catalog, vol. 2c/Sa, 1954) © 20Nov53; KK93034.

SCHEIFELE MANUFACTURING COMPANY. ©

Kwik Play rod holder, the robot fisherman. Label. Appl. author: Frederick W. Scheifele. © 16Dec53; KK96911.

SCHENLEY DISTILLERS, INC. ©

Kentucky sends its best to Baltimore. It's called Cream of Kentucky, and with good reason. (In the Evening sun, Baltimore, Oct. 13, 1953, p. 34) Appl. author: Grey Advertising Agency, inc. © 13Oct53; KK92597.

Kentucky sends its best to Lexington. Double-rich, it's the Cream of Kentucky. (In the Lexington leader, Lexington, Ky., Mar. 15, 1954, p. 11) Appl. author: Grey Advertising Agency, inc. © 15Mar54; KK96731.

Kentucky sends its best to St. Paul. Double rich, it's the Cream of Kentucky. (In St. Paul dispatch, Apr. 20, 1954, p. 22) Appl. author: Grey Advertising Agency, inc. © 20Apr54 (in notice: 1953); KK95865.

Kentucky sends its best to you. Double rich, it's the Cream of Kentucky. (In Bar-restaurant, Feb. 1954, p. 23-BR) Appl. author: Grey Advertising Agency, inc. © 28Jan54; KK96069.

SCHENLEY DISTILLERS, INC. SEE ALSO Ancient Age Distilling Company. Pepper (James E.) and Company.

SCHENLEY DISTRIBUTORS, INC. ©

It's not just famous, it's fabulous. No other whiskey is gaining so many friends so fast. cSmiling colored man with mustache, full face (In Ebony, Feb. 1954, p. 7) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9Jan54; KK93961.

It's not just famous, it's fabulous. No other whiskey is gaining so many friends so fast. [Smiling colored man with mustache, head turned sideways] (In Ebony, Feb. 1954, p. 11) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9Jan54; KK94558.

It's not just famous, it's fabulous. [Smiling colored man with short cropped hair] (In Ebony, Feb. 1954, p. 9) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9Jan54; KK94557.

Point with pride to Schenley, it's the best-tasting whiskey in ages. (In Daily news, Tempe, Ariz.) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 12Nov53; KK92481.

So right for holiday gift-giving and entertaining. Famous whiskey. (In Harper's bazaar, Dec. 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Dec53; KK92485.

SCHENLEY IMPORT CORPORATION. © Scotland's pride, the world's choice. Dewar's White Label Scotch whisky. [Gordon highlander] (In Time, Jan. 25, 1954, p. 3 of cover) Appl. author: Otto Kleppner. © 25Jan54; KK93236.

SCHENLEY INDUSTRIES, INC. © The best tasting whiskey in ages. All whiskies in Schenley reserve are over 7 years old. Label. Appl. author: Ernest L. Du Pree. © 8Oct53; KK93605.

SCHENLEY LABORATORIES, INC. © Can this taste bud help heal peptic ulcer? Titalac. (Pharmaceuticals) Folder. © 22Apr54; KK96153.

For dainty misses. Ediol. (Pharmaceuticals) Post card. © 1Jun54; KK97198.

For fast neutralizing action. Titalac. (Pharmaceuticals) Folder. © 20May54; KK97203.

For the many patients resistant to ordinary weight gaining measures. Ediol. (Pharmaceuticals) (In American journal of medicine, v. 20, no. 3, p. 18) Appl. author: Paul Klemtner & Co., inc. © 5Sep53; KK92601.

For your over-active patients. Ediol. (Pharmaceuticals) Post card. © 8Jun54; KK97200.

In peptic ulcer, acid indigestion, heartburn, dyspepsia. Titalac. (Pharmaceuticals) Folder. © 8Jun54; KK97202.

Oldsters. Dear Doctor: When you want to put weight on older patients ... Ediol. (Pharmaceuticals) Post card. © 24May54; KK97199.

A prescription that supplements sound advice for the life that begins at 40. Vascutum. (Pharmaceuticals) (In Geriatrics, v. 8, no. 10, p. 29) Appl. author: Paul Klemtner & Co., inc. © 10Oct53; KK92604.

Skinny kids. Dear Doctor: One of the biggest problems ... Ediol. (Pharmaceuticals) Post card. © 14Jun54; KK97201.

Sombulex, an unusual barbiturate with unusual uses. (Pharmaceuticals) (In Current medical digest, v. 20, no. 8, p. 4 of cover) Appl. author: Paul Klemtner & Co., inc. © 5Aug53; KK92602.

Titalac, the only gastric antacid made with precise proportions of glycine and calcium carbonate ... (Pharmaceuticals) (In Journal American medical association, v. 152, no. 9, p. 40) Appl. author: Paul Klemtner & Co., inc. © 27Jun53; KK92603.

SCHIEFFELIN AND COMPANY, INC. Beauty for even the sensitive complexion. (Cosmetics) Folder.

© Almay div. of Schieffelin & Co., inc. (In notice: Almay); 15Nov53; KK93359.

SCHLAGE LOCK COMPANY. © Schlage locks worked miracles on our doors. Folder. Appl. author: R. W. Ebey. © 22Mar54; KK95374.

SCHLING (MAX) INC. © Flowers for the traveler, corsages, arrangements, special people. 11 p. Appl. author: Fairfax, inc. © 22Mar54; KK95415.

SCHLITZ (JOS.) BREWING COMPANY. © Almost as good isn't good enough. (In Atlantic City press, Dec. 16, 1953) © 16Dec53; KK92390.

Are you satisfied with the beer you've been drinking lately? (In Atlantic City press, Dec. 9, 1953) © 9Dec53; KK92405.

Be good to yourself first. It's your money you are spending ... © 2Dec53; KK92406.

Complete menus always feature Schlitz. [Young couple reading menu] (In Club management, Feb. 1954, p. 33) © 1Feb54; KK94521.

If you like beer, you'll love Schlitz. [Bartender scene] (In the American Legion magazine, Jan. 1954, p. 2 of cover) © 1Jan54; KK93068.

If you like beer, you'll love Schlitz. [Corsage scene] (In the Barre daily times, Nov. 18, 1953) © 18Nov53; KK92401.

If you like beer, you'll love Schlitz. [Country Club scene] (In Collier's, v. 133, no. 7, p. 4 of cover) © 2Apr54; KK95986.

If you like beer, you'll love Schlitz. [Couple in sport clothes] (In the Brattleboro daily reformer, Brattleboro, Vt., Dec. 2, 1953) © 2Dec53; KK92402.

If you like beer, you'll love Schlitz. [Design no. 5124. Fisherman] Poster. © 1Apr54; KK96045.

If you like beer, you'll love Schlitz. [Fisherman] (In Life, v. 36, no. 15, p. 51) © 12Apr54; KK95984.

If you like beer, you'll love Schlitz. Form 5120. cSled scene] Poster. © 20Nov53; KK92985.

If you like beer, you'll love Schlitz. Form 5121. cBartender scene] Poster. © 1Jan54; KK92986.

If you like beer, you'll love Schlitz. Form 5122. [Barn dance scene] Poster. © 1Feb54; KK94528.

If you like beer, you'll love Schlitz. [House-painting scene] (In Gainesville daily sun, Dec. 9, 1953) © 9Dec53; KK92400.

If you like beer, you'll love Schlitz. Satisfaction is what you really want in beer. cBarn dance scene] (In Collier's, Feb. 19, 1954, p. 63) © 19Feb54; KK94520.

If you like beer, you'll love Schlitz. Schlitz has given more satisfaction to more people ... cBarn dance scene] (In Daily press, Newport News, Va., Oct. 19, 1953) © 14Oct53; KK92392.

If you like beer, you'll love Schlitz. [Window scene] (In the Brattleboro daily reformer, Brattleboro, Vt., Nov. 4, 1953) © 4Nov53; KK92403.

If you've got Schlitz, you've got the crowd. [Bartender scene] (In Oregon licensee, Jan. 1954, p. 2 of cover) © 1Jan54; KK94523.

It brings 'em in and keeps 'em coming back. [Waitress scene] (In Wisconsin beverage journal, Feb. 1954, p. 25) © 1Feb54; KK94524.

It takes less than 2 sq. ft. to multiply your sales and profits. [Grocery store scene] (In Super Market merchandising, Feb. 1954, p. 109) © 1Feb54; KK94525.

One taste is worth 10,000 words. (In the Scranton times, Feb. 24, 1954, p. 34) © 24Feb54; KK95977.

Satisfaction is what you really want in beer. Day after day ... If you like beer, you'll love Schlitz. [Barn dance scene] (In the Roanoke times, Roanoke, Va., Nov. 18, 1953) © 18Nov53; KK92407.

Satisfaction is what you really want in beer. Day after day ... If you like beer, you'll love Schlitz. [Bartender scene] (In the Roanoke times, Nov. 11, 1953) © 11Nov53; KK92408.

Satisfaction is what you really want in beer. Day after day ... If you like beer, you'll love Schlitz. [Hunting scene] © 28Oct53; KK92396.

Satisfaction is what you really want in beer. Day after day ... If you like beer, you'll love Schlitz. [Waitress scene] (In Roanoke times, Dec. 2, 1953) © 2Dec53; KK92395.

Satisfaction is what you really want in beer. Well, day after day ... If you like beer, you'll love Schlitz. [Hunting scene] © 25Nov53; KK92404.

Satisfaction is what you really want in beer. Well, day after day ... If you like beer, you'll love Schlitz. [Waitress scene] © 4Nov53; KK92398.

Schlitz customers are satisfied customers. [Grocery store scene] (In Grocer graphic, Feb. 16, 1954, p. 16) © 16Feb54; KK94522.

Schlitz has given more satisfaction to more people than any other beer in the world. cBartender scene] (In Daily press, Newport News, Va., Oct. 7, 1953, p. 7) © 7Oct53; KK92397.

Schlitz, one of the finer things of life. When you spend your money for beer ... (In the Scranton times, Mar. 17, 1954, p. 41) © 17Mar54; KK95980.

Schlitz, the beer that made Milwaukee famous. Contents 12 fluid ounces. Label. © 1Jun49; KK93778.

Serve with pride. cBartender] (In New Mexico beverage journal, Apr. 1954, p. 41) © 1Apr54; KK95985.

There is no substitute for the satisfaction found only in Schlitz. (In Atlantic City press, Nov. 25, 1953) © 25Nov53; KK92399.

There's no substitute for Schlitz. Form 5123. [Hand & glass] Poster. © 1Mar54; KK94529.

Thirst-quencher or satisfaction. You're the one who decides ... (In the Scranton times, Mar. 31, 1954, p. 46) © 31Mar54; KK95982.

Tonight on TV, Schlitz Playhouse of Stars. Gene Lockhart stars in the Closed door. (In the New York times, Nov. 27, 1953) © 27Nov53; KK92389.

Tonight on TV, Schlitz Playhouse of Stars. Stephen McNally stars in No compromise. © 11Dec53; KK92394.

SCHLITZ (JOS.) BREWING COMPANY.
Cont'd.

Tonight on TV, Schlitz Playhouse of Stars. Walter Brennan stars in Lucky 13. (In the New York times, Nov. 13, 1953) © 13Nov53; KK92393.

Tonight on TV, Schlitz Playhouse of Stars. Wanda Hendrix stars in Fresh start. (In the New York times, Nov. 20, 1953) © 20Nov53; KK92391.

Why be satisfied with just any beer? People like to be seen drinking or serving Schlitz. © 6Jan54; KK94518.

Will just any beer do it? When you spend your money for beer ... (In Post-standard, Syracuse, N. Y., Jan. 20, 1954, p. 17) © 20Jan54; KK94527.

You can't be short-changed on Schlitz quality. What you really want in beer is complete satisfaction. (In the Scranton times, Mar. 10, 1954, p. 38) © 10Mar54; KK95979.

You can't be short-changed on Schlitz quality. When it comes to beer ... (In Post-standard, Syracuse, N. Y., Jan. 27, 1954, p. 15) © 27Jan54; KK94519.

You don't hide the label when you buy or serve Schlitz. People feel complimented when Schlitz is set before them. (In Post-standard, Syracuse, N. Y., Jan. 13, 1954, p. 21) © 13Jan54; KK94526.

You don't hide the label when you drink Schlitz. The name Schlitz on the label is your guarantee ... (In the Scranton times, Apr. 7, 1954, p. 45) © 7Apr54; KK95983.

You won't find it in the dictionary. No dictionary in any language gives Schlitz as a definition ... (In the Scranton times, Mar. 3, 1954, p. 36) © 3Mar54; KK95978.

Your taste can't be fooled, there's no substitute for Schlitz. Sooner or later ... (In the Scranton times, Mar. 24, 1954, p. 38) © 24Mar54; KK95981.

SCHLOSS TRUSTS NO. 1 THRU NO. 6, AND SIMON ACKERMAN, d.b.a. BARRETT'S. SEE Barrett's.

SCHOENEMAN (J.) INC. ©

As individual as your signature.

Frontenac, the luxury worsted suit. Folder. Appl. author: Charles Cahn. © 5Apr54; KK95223.

Charcoal West End Cricket flannel suit. Card. Appl. author: Charles Cahn. © 5Apr54; KK95225.

Hunting for something super? Bengal, the worsted suit with life insurance. Folder. Appl. author: Charles Cahn. © 5Apr54; KK95224.

Imported Hammer 'Nails can take it. (Men's clothing) Sheet. Appl. author: Charles Cahn. © 5Apr54; KK95222.

See for yourself. Kingsridge custom fabric worsted suits. Folder. Appl. author: Charles Cahn. © 5Apr54; KK95226.

Thornproof exclusive imported fabric has what it takes. (Men's clothing) Sheet. Appl. author: Charles Cahn. © 5Apr54; KK95221.

SCHOFIELD, FRANKLIN PERRY ©

\$8,800 cash (in \$20 bills) to give away this week. (Automobile) Sheet. © 21Oct53; KK94597.

SCHOLL MANUFACTURING COMPANY, INC. © Sensationally new, fantastically fast seller. Dr. Scholl's Ball-O-Foot cushion. (Relief for

callouses) Folder. Appl. author: William Mathias Scholl. © 12Mar54; KK94470.

SCHRADE, THEODORE G., d.b.a. SIXKID TOY COMPANY. SEE Sixkid Toy Company.

SCHREIBER, JONAS AND LOUIS SCHREIBER, composing the firm WELLWORTH PICKLE COMPANY. SEE Wellworth Pickle Company.

SCHREIBER, LOUIS AND JONAS SCHREIBER, composing the firm WELLWORTH PICKLE COMPANY. SEE Wellworth Pickle Company.

SCHREIBER MILLS, INC. ©

It's sugarized. Lassy pig pre-starter. 50 lbs. net. (Feed bags) Label. Appl. author: Allen B. Schreiber. © 24Feb54; KK93920.

Lassy hog production guide. (Hog food) Card. Appl. author: Allen Schreiber. © 7Apr54; KK95183.

SCHRETER (A.) AND SONS COMPANY, INC. © New smoothie button down tie. Poster. Appl. author: Abraham Schreter. © 15Jan54; KK94766.

SCIENTIFIC LUBRICANTS COMPANY. © Coin-operated equipment works better when you use Motor Mica, anti-friction compound. Sheet. Appl. author: Frank L. Moscow. © 1Mar54; KK94341.

SCOLA (AMELIA) OF EMILIO. © Ombre Rosse sul grande sentiero, omaggio cioccolato Nestlé. (Game) Folder. © 1Nov53; KK96816.

SCOTT PAPER COMPANY. © Soft-Weave [toilet tissue] Green. Label. © 30Oct53; KK93981.

SCRANTON STORAGE BATTERY CORPORATION. ©

The battery with the future. Scranton Multi Life. List SP 100, effective Apr. 3, 1954. Sheet. © 3Apr54; KK96602.

SEALY, INC. ©

Button, button, Sealy banished mattress buttons. Sealy Rest tuftless innerspring mattress. Accompanied by 10 year registered guarantee. (In Good housekeeping, Oct. 1950, p. 383) © 20Sep50; KK95461.

Button, button, Sealy banished mattress buttons. Sealy Rest tuftless innerspring mattress. 10 year registered guarantee. (In McCall's Sept. 1950, p. 77) © 23Aug50; KK95464.

Does morning backache make you awaken like this, when you should awaken like this? Sealy Firm-O-Rest Posturepedic mattress. (In Good housekeeping, Mar. 1952, p. 178) © 1Mar52; KK94967.

Face the facts about morning backache. Sealy Firm-O-Rest orthopedic mattress. (In Ladies' home journal, Oct. 1950, p. 139) © 29Sep50; KK95463.

Morning backache, ache, ache, ache? Get relief with a Sealy Posturepedic mattress. (In House beautiful, May 1953, p. 213) © 1May53; KK94968.

Next thing to sleeping on a bed of roses, Sealy Rest tuftless innerspring mattress. (In Living for young homemakers, Oct. 1950, p. 15) © 20Sep50; KK95465.

Sealy says: Turn your back on morning back-ache. Sealy Firm-O-Rest orthopedic mattress. (In House beautiful, Apr. 1950, p. 214) © 18Mar50; KK95462.

SEAPAK CORPORATION. ©

Watch for Miss SeaPak with the lucky silver dollars. Harvest-of-the-sea festival ... (Frozen seafood) Folder. Appl. author: Gordon Baird Associates, inc. © 3Mar54; KK95925.

SEARLE (G. D.) AND COMPANY. ©

Alidase; Searle brand of hyaluronidase. Alidase is the highly purified ... (Pharmaceutical) Folder. © 5Jan54; KK93037.

Alidase, Searle brand of hyaluronidase. Alidase is the highly purified ... (English & French text) (Pharmaceutical) Folder. © 11Mar54; KK94325.

Aminophyllin theophylline ethylenediamine, U. S. P. (Pharmaceutical) Folder. © 5Mar54; KK94326.

Banthine bromide brand of methanetheline bromide. Banthine is a highly useful anticholinergic drug ... (Pharmaceutical) Label. © 8Jan54 (in notice: 1953); KK92782.

Banthine bromide brand of methanetheline bromide. Banthine is a highly useful anticholinergic drug ... (English & French text) (Pharmaceutical) Label. © 16Mar54; KK94711.

Dramamine, brand of dimenhydrinate. (Pharmaceutical) Folder. © 22Feb54; KK93973.

Gold sodium thiosulfate. (Pharmaceutical) Folder. © 14Jan54; KK93038.

Pro-Banthine bromide brand of propantheline bromide. Pro-Banthine belongs to the class of anticholinergic drugs ... (Pharmaceutical) Folder. © 12Feb54; KK93766.

Pro-Banthine bromide, brand of propantheline bromide. Pro-Banthine is a true anticholinergic drug. (English & French text) (Pharmaceutical) Folder. © 22Feb54; KK93972.

Proteolac; nonspecific protein therapy. (Pharmaceutical) Folder. © 14Jan54; KK93039.

SEBASTIAN STUDIO, INC. ©

Here is your opportunity to share increased profits ... (Miniature figurines for ornamental use) Folder. Appl. author: Copley Advertising Agency, inc. © 21Dec53; KK93003.

SECO COMPANY, INC. ©

The smart food man serves hot food delectably, with the new Seco stainless steel table-buffet Chafer. (In Institutional feeding & housing, Apr. 1954, p. 17-FH) © 1Apr54; KK95201.

Stainless Stan says: You can have dry or moist heat for correct food storage. Seco-Matic hot food tables. (In Institutional feeding & housing, Mar. 1954, p. 25-FH) © 1Mar54; KK94550.

Stainless steel food storage pans. Seco-Ware. (In Institutional feeding & housing, May 1954, p. 17-FH) © 1May54; KK96150.

Stainless steel Seco-Ware look alike. Food storage pans. (In Institutional feeding & housing, Feb. 1954, p. 23-FH) © 1Feb54; KK94547.

SECURITY INSURANCE COMPANY OF NEW HAVEN. ©

Agency sales bulletin. How many of your clients who own property rented to others have rent insurance? Folder. Appl. author: Wilson, Haight, Welch & Grover,

inc. © Security Insurance Co. (in notice: Security Insurance Co. of New Haven); 1Jan54; KK92684.

Agency sales bulletin. Make your personal accounts more profitable with the personal articles folder. Folder. Appl. author: Wilson, Haight, Welch & Grover, inc. © 1Apr54; KK96090.

SEGIL, ROBERT, ROBERT LEBENDIG, THEODORE WILLIAMS AND HARRY SNYDER, composing the partnership SO-EZE COMPANY. SEE So-Eze Company.

SELWYN-PACIFIC COMPANY. © Propane vaporization calculator; Pipe size calculator. Slide chart. © 1May54; KK96292.

SEPTICO COMPANY LABORATORIES. Septic tank liquifier. Septico. 32 fluid ounces. Label. © Richard A. Savoy, t.a. Septico Co. Laboratories; 21Feb54; KK94356.

SEVEN-UP COMPANY. © Come 'n' get it. Food and fun, and Seven-Up for everyone. (Soft drink) (In Life, May 24, 1954, p. 2-3) Appl. author: J. Walter Thompson Co. © 21May54; KK97664. Forecast: Bright and smiley faces, when you serve this double treat ... Enjoy a 7-Up float. (Soft drink) (In Life, June 21, 1954, p. 100-101) Appl. author: J. Walter Thompson Co. © 18Jun54; KK97662.

Let's play house, said Sue to Tommy ... (Soft drink) (In Life, Jan. 11, 1954, p. 61) Appl. author: J. Walter Thompson Co. © 8Jan54; KK93586.

Look who's chef, he's mighty snappy, no remarks, he cooks first rate ... [4 illus.] (Soft drink) (In Chicago Sunday Tribune, May 16, 1954, comic section) Appl. author: J. Walter Thompson Co. © 16May54; KK97666.

Look who's chef, he's mighty snappy, no remarks, he cooks first rate ... [Lawn party] (Soft drink) (In the Saturday evening post, May 15, 1954, p. 126) Appl. author: J. Walter Thompson Co. © 12May54; KK97663.

Now is the season of all the year when doorbells jingle and company's here. These are the days ... (Soft drink) (In the Saturday evening post, Dec. 26, 1953, p. 40-41) Appl. author: J. Walter Thompson Co. © 23Dec53; KK93221.

Paint-up time calls mom, let's do it. (Soft drink) (In Chicago Sunday Tribune, Apr. 18, 1954, comic section) Appl. author: J. Walter Thompson Co. © 18Apr54; KK97671.

Paint-up time said Mom, let's do it. (Soft drink) (In the Saturday evening post, Apr. 24, 1954, p. 5) Appl. author: J. Walter Thompson Co. © 21Apr54; KK96502.

Slumber party? Gee, that's dandy. Fresh up with Seven-Up. cHigh School scenes (Soft drink) (In Chicago Sunday Tribune, Mar. 21, 1954, p. 7) Appl. author: J. Walter Thompson Co. © 21Mar54; KK94978.

Slumber party? Gee, that's dandy. cGroup of 6 girls (Soft drink) (In Life, Mar. 8, 1954, p. 102) Appl. author: J. Walter Thompson Co. © 5Mar54; KK95130.

Try a stackwich with chilled Seven-Up. (Soft drink) (In Sunday journal-star, Peoria, Ill., Feb. 7, 1954, p. 4) Appl. author: J. Walter Thompson Co. © 7Feb54; KK93890.

Why does grass insist on growing? (Soft drink) (In Chicago Sunday Tribune, June 13, 1954, comic section) Appl. author: J. Walter Thompson Co. © 13Jun54; KK97667.

SEWARD LUGGAGE MANUFACTURING COMPANY, INC. © You can say with pride, that's mine. AeroPak. (In Holiday, June 1954, p. 78) Appl. author: Lindsey & Co. © 19May54; KK96961.

SHAPER, E. S., CHARLES R. ADELSON, TRUSTEE; CHARLES R. ADELSON, J. L. ADELSON AND R. H. ADELSON, composing the firm DELSON CANDY COMPANY. SEE Delson Candy Company.

SHARK CHASER CHEMICALS COMPANY. Sharko; shark repellent. Label. Appl. author: Norman V. Peritore. © Alvin L. Allyn, d.b.a. Shark Chaser Chemicals Co.; 28Dec53; KK93201.

SHARON STEEL CORPORATION. Brainard pallet-rack system. Folder. Appl. author: Howard V. Reed. © Brainard Steel Division of Sharon Steel Corp.; 22May54; KK97626. Brainard scaffolding system. 10 p. Appl. author: Howard V. Reed. © Brainard Steel Division of Sharon Steel Corp.; 18Jun54; KK97625.

SHELL OIL COMPANY. © Corn with strength to fight a gale. Aldrin. (Crop protective) (In the Saturday evening post, Mar. 6, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 3Mar54; KK94354.

Dixie, 1954 style. They're singing new words ... (In the Saturday evening post, May 1, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 28Apr54; KK97353.

How to make a whirlwind useful. (Lubricants) (In the Saturday evening post, May 29, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 26May54; KK97343.

More slices in the breadbasket. (Machinery lubricant) (In the Saturday evening post, Feb. 6, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 3Feb54; KK94355.

Their horn of plenty must never fail. (Petroleum) (In the Saturday evening post, Apr. 3, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 31Mar54; KK97344.

SHERMAN (NAT) COMPANY. © Extra mild double Claro Havana irregulars. (Cigars) (In the New York Times, May 22, 1954, p. 30) Appl. author: Willsted & Shacter. © 22May54; KK96776.

Nat Sherman says: Getting married? Let me imprint the names and date on each cigarette and cigar. Folder. Appl. author: Woody Bissell. © 28May54; KK96979.

SHERMAN PRODUCTS, INC. © Get into tight spots at a profit, with a Sherman power digger. (In Petroleum engineer, May 1954, p. E-18) Appl. author: Gus H. Bobertz. © 1May54; KK97152.

The ShermaNews. Mar. 1954. (Power digger) 7 p. Appl. author: Robert H. Humes. © 1Mar54; KK93931.

20 water main taps per day with one Sherman power digger. (In Construction equipment) Appl. author: Gus H. Bobertz. © 5Mar54; KK95950.

SHIELD CHEMICAL CORPORATION. © Long-lasting beauty and protection. Woodshield [house paint] Label. Appl. author: Seymour George Mantel. © 1Apr54; KK95259.

The mason's best friend. Drycrete, positive waterproofing protection. Label. Appl. author: Seymour George Mantel. © 5Apr54; KK96593.

SHILSTONE, ARTHUR. More can join the fun. SEE General Electric Company.

SHOW-HOUSE. Make your home a show-house too. Beauty treatment for an old house. (Home products) (In the Saturday evening post, Jan. 23, 1954, p. 90-91) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 23Jan54; KK93243.

Make your home a show-house too. Every man can be president in his own white house. (Home products) (In the Saturday evening post, Mar. 20, 1954, p. 146-147) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Mar54; KK95535.

Make your home a show-house too. For a house with a new-new look. (Home products) (In the Saturday evening post, Apr. 17, 1954, p. 86-87) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 17Apr54; KK96400.

Make your home a show-house too. Ten secrets of a happy marriage. (Home products) (In the Saturday evening post, May 1, 1954, p. 8-9) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 1May54; KK96399.

SIERRA ELECTRIC AND MANUFACTURING COMPANY. © Engraved plate data sheet. Special plate data sheet. (Wall & es-cutcheon plates) Appl. author: Lee Taylor Bordner. © 10Feb54; KK95590.

SIGNODE STEEL STRAPPING COMPANY. © We're celebrating the 40th anniversary of the tensional steel strapping industry. Pamphlet. © 24Dec53; KK94346.

SILVER KNIT HOSIERY MILLS, INC. © Silver Bond Socks, guaranteed. Label. Appl. author: Industrial Lithographic Co., inc. © 22Feb52; KK93511.

SILVER VOGUE AUTO SEAT COVER COMPANY. © Never before such luxurious beauty, such safety cushioned steering comfort. New Plastyte Safe-T-Grip. Sheet. Appl. author: Irving Silver. © 1Feb54; KK96352. New, a revolutionary idea that gives positive protection to car upholstery. Auto seat-saver-pad. Sheet. Appl. author: Irving Silver. © 16Dec53; KK92552. We don't say it's great, you'll find out it's great. Auto seat covers with built-in seat-saver-pad. Folder. Appl. author: Irving Silver. © 16Dec53; KK92553.

SIMKINS, DANIEL AND GERALD EBERZ, d.b.a. G-D CREATIONS. SEE G-D Creations.

SIMMONDS AND SIMMONDS, INC. © Bowman brings you this amazing new taste sensation discovery. Gaymont's french type cream cheese.

SIMMONDS AND SIMMONDS, INC.

Cont'd.

(In Chicago daily tribune, Dec. 10, 1953, p. 6) © 10Dec53; KK93427.

The most colossal show ever sponsored ... Simmons Company presents Joan Caulfield and Barry Nelson ... (Hide-A-Bed) (In Retailing daily, Sept. 11, 1953, p. 8-9) Appl. author: Young & Rubicam, inc. © 11Sep53; KK92947.

New extra-firm model Beautyrest [mattress] gives firmness you need, plus comfort you want. (In Life, Mar. 8, 1954, p. 63) Appl. author: Young & Rubicam, inc. © 5Mar54; KK96041.

Now Bowman brings you Gaymont's french type cream cheese. (In Chicago American, Dec. 2, 1953, p. 33) © 2Dec53; KK93426.

One is wealthy, both are wise. Both sleep on Beautyrest [mattress] for less than 2¢ a night. A wise shopper doesn't buy a mattress ... (In Woman's home companion, Apr. 1953, p. 2 of cover) Appl. author: Young & Rubicam, inc. © 20Mar53; KK94456.

One is wealthy, both are wise. Both sleep on Beautyrest [mattress] for less than 2¢ a night. Whether you can easily spend hundreds of dollars ... (In Farm journal, Apr. 1953) Appl. author: Young & Rubicam, inc. © 9Mar53; KK92942.

Only Hide-A-Bed offers the greatest hidden value in the world of sofa-beds, a Beautyrest mattress. What good is a sofa-bed ... (In Home modernizing, fall-winter, 1953, p. 17) Appl. author: Young & Rubicam, inc. © 1Sep53; KK92946.

Only the Hide-A-Bed sofa can offer the big hidden value of a famous Simmons mattress. Be proud of its looks as well as its comfort. (In the Saturday evening post, Sept. 12, 1953, p. 7) Appl. author: Young & Rubicam, inc. © 9Sep53; KK92945.

Sensational March value, save \$50. Simmons famous Hide-A-Bed sofa, the Madison with luxurious Beautyrest cushions. (In Sunday news, New York, Mar. 14, 1954, p. 14) Appl. author: Young & Rubicam, inc. © 14Mar54; KK96040.

She wanted the right firmness in a mattress ... Get firmness and comfort in Beautyrest. (In Farm journal, Nov. 1953, p. 149) Appl. author: Young & Rubicam, inc. © 12Oct53; KK92944.

She wanted the right firmness in a mattress ... Why settle for a mattress that just offers firmness ... Beautyrest. (In the Saturday evening post, Oct. 17, 1953, p. 146) Appl. author: Young & Rubicam, inc. © 14Oct53; KK92943.

SIMONE, JENNIE, JOHN SIMONE, MARK HERRING AND ETTA M. HERRING, forming the partnership HOME BINGO COMPANY. SEE Home Bingo Company.

SIMONE, JOHN, MARK HERRING, ETTA M. HERRING AND JENNIE SIMONE, forming the partnership HOME BINGO COMPANY. SEE Home Bingo Company.

SIMPLAN DIVISION, BOBRICH PRODUCTS CORPORATION. SEE Bobrich Products Corporation.

SIMPLEX VALVE AND METER COMPANY. © Measuring and control equipment for water and sewage works, power and processing industries. Bulletin no. 050. Folder. Appl. author: Richard Allen McQuade. © 20Dec53; KK93128.

SIMPLICITY PATTERN COMPANY, INC. ©

The best colors for your type. Sheet. © 12Apr54; KK96814.

Jiffy blouse for beginners. (Tissue dress patterns) Sheet. © 22Mar54; KK96188.

Simplicity basic patterns for demonstrating different pattern types. © 19Apr54; KK96813.

What size are you? (Tissue dress patterns) Sheet. © 22Mar54; KK96187.

Your simple-to-make skirt. Sheet. © 19Apr54; KK96815.

SINGER MANUFACTURING COMPANY. ©

Another Singer service to the needle trades. (Sewing machines) (In Southern garment manufacturer, Mar. 20, 1954, p. 33) © 1Mar54; KK95738.

Automatically yours, one of the finest lubrication systems ever put in a sewing machine. New Singer 251. (In Daily news record, New York, June 10, 1954, p. 11) © 10Jun54; KK97509.

The best way to learn is by sewing. Singer teen-age sewing courses. NA 2736 (354) (Sewing machines) Folder. © 6May54; KK97222.

Better machines for a better job. Singer class 143w [sewing] machines for high speed zigzagging and overseaming. (In Corsets and brassieres, Sept. 1952, p. 27) © 1Sep52; KK93865.

Bound buttonholes in light and medium heavy material. 179w2 [sewing] machine. Form no. 1045MT (154) Folder. © 24Feb54; KK93966.

The choice of thousands of manufacturers, Singer 400w21 lockstitch [sewing] machine. (In Apparel manufacturer, July 1952, p. 13) © 1Jul52; KK93477.

Choose the single-needle [sewing] machine many manufacturers call the finest lockstitch machine in the world. Singer 241-12. (In Southern garment manufacturer, June 20, 1952, p. 2 of cover) © 20Jun52; KK93481.

Class 246 Singer high speed over-edger [sewing machine] with fully automatic lubrication. (In Institute news, Aug. 1953, p. 5) © 1Aug53; KK93488.

Designed for the leather and shoe trades, new Singer Gold Shank needles. (In American shoemaking, Feb. 17, 1954, p. 11) © 1Feb54; KK94124.

Dry cleaners, laundries, Singer has the [sewing] machines you need for fast button replacement. (In Cleaning and laundry world, Aug. 1953, p. 61) © 1Aug53; KK93861.

Especially developed for the canvas goods trade. Singer 300w322 3-needle [sewing] machine. (In the National canvas goods manufacturers review, Dec. 1952, p. 27) © 1Dec52; KK93471.

Especially developed for the canvas goods trade. Singer 300w322 [sewing] machine. (In National Canvas Goods Manufacturers' Association, Oct. 12-16, 1952, p. 16) © 10Oct52; KK94122.

The finest buttonholes in any garment are made with a Singer. Singer class 71 [sewing] machines for lockstitch straight buttonholes. (In One-to-six, Nov. 1952, p. 17) © 1Nov52; KK93474.

For the best in buttonholes, Singer 99w class [sewing] machines. (In Knitted outerwear times, Aug. 11, 1952, p. 6) © 11Aug52; KK93482.

For the top efficiency, a modern sewing room must have new Singer 251 class single-needle lockstitch [sewing] machines. (In Apparel manufacturer, Nov. 1953, p. 21) © 1Nov53; KK94126.

4 high speed Singer [sewing] machines for the shoe industry. (In Shoe factory management, Sept. 1952, p. 31) © 1Sep52; KK94123.

Greetings to the National Canvas Goods Manufacturers Association. (Sewing machines) (In the National Canvas Goods Manufacturers review, Sept. 1953, p. 13) © 1Sep53; KK94723.

Here it is ... The new Singer 240 class single-thread chainstitch [sewing] machine. (In Daily news record, New York, Feb. 16, 1953, p. 33) © 1Feb53; KK94721.

How to be the smartest girl in your class. (Sewing machines) (In the Girl scout leader, Dec. 1953, p. 2 of cover) © 9Nov53; KK96203.

Inspiration for sewing classes. NA 2796 (354) (Sewing machines) Folder. © 6May54; KK97223.

Interested in efficient, cost-cutting sewing and repairing equipment? (In Cleaning and laundry world, Sept. 1952, p. 79) © 1Sep52; KK93860.

A new high speed, long arm, two-needle lockstitch [sewing] machine with compound feed. Singer 212w140. Form no. 1043MT (354) Folder. © 9Mar54; KK94473.

New Singer electric transmitters. Series 52 and 53. (In Buyer's guide & directory, St. Louis Shoe Manufacturers Association, Apr. 19-22, 1953, p. 198) © 1Apr53; KK94472.

The new Singer Featherweight convertible [sewing machine] NA-3398. Folder. © 20Nov53; KK92497.

The new Singer 179w2 bound buttonhole [sewing] machine is the long-awaited answer to the bound buttonhole problem. (In Apparel manufacturer, Jan. 1954, p. 15) © 1Jan54 (in notice: 1953); KK93457.

New Singer 212w140 high speed lockstitch [sewing] machine with compound feed. (In Southern garment manufacturer, Mar. 20, 1954, p. 2 of cover) © 1Mar54; KK94722.

A new standard of performance in general-purpose lockstitching. New Singer 251 class high speed single-needle. (Sewing machines) (In Western apparel industry, July 1953, p. 11) © 1Jul53; KK93480.

New 2-needle Singer speeds along at 5500 stitches per minute. Singer [sewing] machine 253-201. (In Western apparel industry, Dec. 1952, p. 9) © 1Dec52; KK93472.

Now change [sewing] machines in minutes with Singer inserts and insert tables. (In American shoemaking, June 24, 1953, p. 13) © 24Jun53; KK93487.

Now, more uniform hosiery seams at high speeds. New Singer 242-2 [sewing] machine. (In Hosiery & underwear review, Apr. 1954, p. 79) © 1Apr54; KK97505.

Now, more uniform hosiery seams at high speeds with the new Singer 242-2 [sewing] machine. (In Hosiery and underwear review, Jan. 1953, p. 126) © 1Jan53; KK93473.

One of the most versatile classes made. Singer 147 high speed [sewing] machines. Form no. 1238MT (1253) Folder. © 24Feb54 (in notice: 1953); KK93967.

- Only Singer offers you all 3. Famous straight-needle, amazing swing-needle, new slant-needle. (Sewing machines) (In Electricity on the farm, Aug.-Sept. 1953, p. 25) © 1Aug53; KK96205.
- The quality touch ornamental stitching ... by Singer [sewing] machines 140w1 and 140w2. (In Corsets and brassieres, Apr. 1953, p. 31) © 1Apr53; KK93864.
- See the new Singer insert tables for quick changing of [sewing] machines. (In Shoe factory management, Mar. 1953, p. 30) © 1Mar53; KK93485.
- Sew buttons with Singer in seconds. Singer class 114 button sewing machines. (In Children's buyer, May 1953, p. 12) © 1May53; KK93486.
- Sew furs fast. Singer class 176 [sewing] machines. (In American furrier and sol vogel, Sept. 1953, p. 3) © 1Sep53; KK93867.
- Singer class 82 [sewing] machines, for stitching light leather or fabric gloves. Form no. 1211MT (154) Sheet. © 24Feb54 (in notice: 1953); KK93968.
- Singer class 106 multiple needle [sewing] machines. Form no. 1242MT (354) Folder. © 8Apr54; KK95272.
- Singer class 119w hemstitching [sewing] machines. Form no. 1047MT (1253) Folder. © 30Dec53; KK92612.
- Singer class 138w [sewing] machines. Form no. 1225 MT (1253) Sheet. © 2Dec53; KK92496.
- Singer electric transmitters, series 52 and 53. (Sewing machines) (In Western apparel industry, Sept. 1953) © 1Sep53; KK93475.
- Singer 400w31, the only lockstitch [sewing] machine on the market that does elastic lockstitch seams ... (In Lingerie merchandising, Sept. 1953, p. 66) © 1Sep53; KK93866.
- Singer high seam strength, economical operation. 131w class [sewing] machines. Form no. 1046MT (354) Folder. © 8Apr54; KK95271.
- Singer needle cooler nozzles, for use with Singer needle coolers. Form no. 1122MT (254) (Sewing machines) Sheet. © 24Feb54; KK93970.
- Singer school supplies and services for teachers, students, classrooms. E.D. 66 (1053) (Sewing machines) Folder. © 8Oct53; KK92498.
- Singer [sewing] machine 152-11, for stitching facings and button stays on men's shirts. Form no. 1042MT (254) Folder. © 24Feb54; KK93969.
- Singer [sewing] machines and equipment, plus Singer planning service give you increased production at lower cost. Men's dress shirts. Form no. 1239MT (1153) Folder. © 30Dec53; KK92613.
- Singer [sewing] machines and equipment, plus Singer planning service ... Men's dress shirts. Form no. 1239 MT (454) Folder. © 5May54; KK96615.
- Singer 300w 103 two-thread chain stitch [sewing] machine, for extra-heavy seaming operations. (In Bedding buyers' guide & composite catalog, 1952-1953, p. 79) © 1Jan52 (in notice: 1951); KK93476.
- Smooth, even feeding at high speeds. Singer 300w chain stitch [sewing] machine with compound feed. (In Southern garment manufacturer, Feb. 20, 1954, p. 16) © 1Dec52; KK94125.
- Speed, power, dependability. The Singer 111w155 lockstitch [sewing] machine for upholstery, slip covers, body trim ... (In Auto trim news, May-June 1954, p. 7) © 1May54; KK97508.
- Speed, power, dependability. The Singer 111w155 lockstitch [sewing] machine for upholstery, valences, draperies ... (In Upholstering, Sept. 1952, p. 33) © 1Sep52; KK93483.
- Tailors call it the tailor's all-around workhorse. Singer 31-15 lockstitch [sewing] machine. (In Made to measure, spring & summer 1954, p. 29) © 1Jan54; KK93862.
- There's a Singer feed-off-the-arm [sewing] machine for every lap seam felling operation. Singer class 231. (In Southern garment manufacturer, Nov. 20, 1952, p. 12) © 20Nov52; KK93479.
- They all agree, one of the finest ever built. The new Singer 251 [sewing machine] (In Apparel manufacturer, May 1954, p. 14-15) © 1May54; KK97506.
- Way ahead of its class, Singer 253-2 two-thread chain stitch [sewing] machine. (In Southern garment manufacturer, Apr. 21, 1952, cover) © 21Apr52; KK93478.
- What kind of buttons do you sew? Singer [sewing] machine 175-60. (In One-to-six, Dec. 1952, p. 9) © 1Dec52; KK93484.
- Why Jonathan Logan, inc. call their 19 new Singer 179w2 bound button-hole [sewing] machines, one of the best equipment investments we have ever made. (In Women's wear daily, June 15, 1954, p. 37) © 15Jun54; KK97507.
- You'll be his dream girl in this vision of a dress, for just \$5.48. (Sewing machines) (In the American girl, Sept. 1953, p. 4) © 25Aug53; KK96204.
- You've used tough, good-looking Formica in the home ... Now available nationally for the first time, a complete range of Formica-top tables for sewing machines. (In the Knitter, Nov. 1953, p. 4 of cover) © 1Nov53; KK93863.
- SIXKID TOY COMPANY.
Good character builder and developer. (Toy or novelty spanking paddle) Label. © Theodore G. Schrade, d.b.a. Sixkid Toy Co.; 15Dec53; KK92713.
- Wife trainer. When the little woman gets out of line ... (Novelty spanking paddle) Label. © Theodore G. Schrade, d.b.a. Sixkid Toy Co.; 30Dec53; KK92978.
- SKAGGS PAY LESS DRUG STORES. ©
Miss Lynda Lee exquisite nylon hosiery. Label. © 1Feb54; KK94001.
- SKOL.
Catalina designs swimsuits especially for you. Looking for the swimsuit that does beautiful things for your figure? (In Life, May 24, 1954, p. 44) Appl. author: Foote, Cone & Belding. © Catalina, inc. & J. B. Williams Co., d.b.a. Skol; 21May54; KK97289.
- Catalina designs swimsuits especially for you. The most attractive women in the world are those who are clever about their figures ... (In Harper's bazaar, May 1954, p. 48) Appl. author: Foote, Cone & Belding. © Catalina, inc. & J. B. Williams Co., d.b.a. Skol; 1May54; KK97288.
- SLEEPMASTER PRODUCTS COMPANY. ©
Here are the facts about Sleepmaster Dr. Mattison mattress and box spring. Sheet. Appl. author: A. R. Gennet. © 15Mar54; KK95920.
- SMITH, ELLISON CURTIS, sole owner, JET'S BRAND COOK'ERS DIVISION, JET'S BRAND PRODUCTS. SEE Jet's Brand Products.
- SMITH, FLORENCE KONO, ALEXANDER KONO AND BLANCHE KONO, d.b.a. KONO MANUFACTURING COMPANY. SEE Kono Manufacturing Company.
- SMITH, J. ANTHONY. ©
This is your profit-sharing dividend card. (Various items) © 12Mar53; KK92647.
- SMITH, J. McDONALD. ©
Happy Habittrain Gold Star Express. (Children's incentive game) Poster. © 18Mar54; KK95897.
- SMITH, LAWRENCE BEALL.
He gave us the age of light. SEE General Electric Company.
New paths for education. SEE General Electric Company.
- SMITH (ROBERT) MANUFACTURING COMPANY, INC. ©
New improved Nylon Dip containing avasol, for washing nylons. Net wt. 5 ozs. Label. Appl. author: Robert Smith. © 20Feb52; KK93378.
- SMITHERS (V. L.) LABORATORIES. ©
Oasis non-spillable water. Amazing new floral base for better flower arrangements. Label. Appl. author: Ralph Gross Advertising, inc. © 7Mar54; KK96691.
- SNOW (F. H.) CANNING COMPANY, INC. ©
The story of Snow's. (Food) 29 p. © 24Mar54; KK95365.
- SNYDER, HARRY, ROBERT SEGIL, ROBERT LEBENDIG AND THEODORE WILLIAMS, composing the partnership SO-EZE COMPANY. SEE So-Eze Company.
- SNYDER'S BAKERY SERVICE, INC. ©
All-purpose concentrate. (Food composition) Label. © 6Jan54; KK93111.
- SO-EZE COMPANY.
So-Eze, the sew-easy shirt. Label. © So-Eze Co., a partnership composed of Robert Segil, Robert Lebedig, Theodore Williams & Harry Snyder; 29Mar54; KK97064.
- SOPHIE MAE CANDY CORPORATION. ©
Sophie Mae peanut brittle. One pound net. Label. Appl. author: Ray Holzbauer. © 10Apr53; KK95410.
- SOSTRIN FOOD PRODUCTS. ©
Mrs. Sostrin's Sta-Trim wheat and soya pure egg noodles. Net wt. 8 oz. Label. © 15Mar54; KK94764.
- SOUTH BEND LATHE WORKS. ©
Compare the value. Bulletin 5332 D. Folder. © 18Dec53; KK92550.
The improved South Bend 7" bench shaper. Bulletin 5408D. Folder. © 2Feb54; KK93404.

SOUTH BEND LATHE WORKS. Cont'd.
Improved South Bend 10-inch lathes. Bulletin 5402. Folder. © 26Mar54; KK95238.
Improved South Bend 10-inch lathes. Bulletin 5402D. Folder. © 26Mar54; KK95239.
March, April special. Bulletin 5414. Folder. © 1Mar54; KK94337.
Outstanding values for a limited time only. Bulletin 5415. Folder. © 14May54; KK96633.
South Bend 14 1/2" precision lathes. Catalog 5422. Folder. © 14Jun54; KK97679.
South Bend 7" precision shaper. Catalog 5417. Folder. © 24May54; KK97268.
South Bend special armature lathe kit, for truing and undercutting automotive armature commutators. Bulletin 5416D. Folder. © 11Jun54; KK97678.
South Bend 10" precision lathes. Catalog 5337. Folder. © 18Jan54 (in notice: 1953); KK93273.
SOUTH PACIFIC CANNING COMPANY. © Miss Tuna. Fancy solid pack tuna [fish] Contents 7 oz. avoird. Label. Appl. author: Othello Michetti. © 22Mar54; KK95383.
SOUTH SHORE PACKING CORPORATION. © Feed the kitty bucket bank. Spanish olives. Net wt. 6 oz. Label. © 2Jan54; KK95631.
SOUTHERN DIVISION, BORDEN COMPANY. SEE Borden Company.
SOUTHERN EQUIPMENT COMPANY. © As seen in the book of Who's who. (Stainless steel food serving equipment) (In Institutional feeding & housing, May 1954, p. 22-FH. © 1May54; KK96149.
SOUTHERN TEXTILE AND SUPPLY COMPANY. © Illustrated [furniture] upholstery pricing chart. Poster. Appl. author: Jarrell P. Hogan. © 8Mar54; KK95131.
SOUTHERN YELLOW PINE. © Build it to last with scientifically seasoned Yellow Pine. (Lumber) (In the Daily times herald, Dallas, Apr. 11, 1954, p. 6) Appl. author: Erle Racey & Associates. © 11Apr54; KK95547.
Build strong for tomorrow, with Spib grade marked Southern Yellow Pine. (Lumber) (In the Dallas times herald, June 13, 1954, p. 5) Appl. author: Erle Racey & Associates. © 13Jun54; KK97675.
Don't buy blind, you have a choice, and this choice is important to you. (Lumber) (In the Dallas morning news, Apr. 25, 1954, p. 13) Appl. author: Erle Racey & Associates. © 25Apr54; KK96495.
Get the facts about Southern Yellow Pine. (Lumber) (In the Daily times herald, Dallas, Mar. 14, p. 4) Appl. author: Erle Racey & Associates. © 14Mar54; KK95915.
Is this to be your home? (Lumber) (In the Sherman democrat, Sherman, Tex., May 26, 1954, p. 9) Appl. author: Erle Racey & Associates. © 16May54; KK96758.
May we drive home a point? (Lumber) (In the Dallas morning news, Mar. 28, 1954, p. 6) Appl. author: Erle Racey & Associates. © 28Mar54; KK95498.

What the Southern Pine Inspection Bureau grade marks mean to you. (Lumber) (In the Dallas morning news) Appl. author: Erle Racey & Associates. © 30May54; KK97157.
SOUTHLAND DEVELOPERS, INC. © Skycrest Terrace. (Letterhead) Label. Appl. author: George F. Blair. © 19Mar54; KK94901.
SOUTHWESTERN STAMP WORKS. © In 2 minutes including photography, make a Tamperpruf photobadge. Sheet. © 30Dec52 (in notice: 1953); KK93360.
SPARK-O-BRITE COMPANY. © Spark-O, what a wonderful glass cleaner, spray on, wipe off. Label. Appl. author: Gordon E. Hill. © 19Mar51; KK92591.
Spark-Oh king clean-all, all-purpose household cleaner. 6 oz. Label. Appl. author: Gordon E. Hill. © 10May51; KK92592.
SPAULDING BAKERIES, INC. © Spaulding table queen enriched bread. Net wt. 1 lb. Label. © 14May54; KK97020.
SPECIALLOY, INC. © Specialloy electric furnace alloy products. Pamphlet. Appl. author: Mitchell Silverstein. © 4Mar54; KK95898.
SPECIALTY ADVERTISING SERVICE, INC. © Aunt Hannah's mystery jig saw. Enriched Aunt Hannah's bread. Card. Appl. author: Robert L. Weil. © 9Nov53; KK93873.
Baltimore Orioles enriched Tip-Top is better bread. Label. Appl. author: Robert L. Weil. © 10Feb54; KK93872.
Circus bandleader; Jerry the juggler; Circus ringmaster. Tip-Top is better bread. Folder. Appl. author: Robert L. Weil. © 1Mar54; KK95469.
Cisco Kid collector's album for County Fair bread pictures. Folder. Appl. author: Robert L. Weil. © 27Feb53; KK93876.
Flippy the seal; Skating bear; Topsy the tiger. Tip-Top is better bread. Folder. Appl. author: Robert L. Weil. © 1Mar54; KK95470.
Howdy Doody frozen treats ice cream circus jig saw. No. 1. Label. Appl. author: Robert L. Weil. © 30Sep53; KK93875.
Howdy Doody ice cream circus jig saw trading cards. Poster. Appl. author: Robert L. Weil. © 30Sep53; KK93874.
Howdy Doody play money. Doodyville bank. (Flour) Sheet. Appl. author: Robert L. Weil. © 21Oct53; KK96547.
Howdy Doody Poll-Parrot magic eye picture. (Shoes) Card. Appl. author: Robert L. Weil. © 22Jul53; KK93882.
Know your states of the United States of America. Enriched Tip-Top is better bread. Card. Appl. author: Robert L. Weil. © 19Aug53; KK93880.
Larry the lion; Circus animal trainer; Circus strong man. Tip-Top is better bread. Folder. Appl. author: Robert L. Weil. © 1Mar54; KK95467.
New York Yankees. Enriched Tip-Top is better bread. Label. Appl. author: Robert L. Weil. © 10Feb54; KK95302.

Tip-Top acrobat; Tight-rope queen; Mr. Big and Mr. Small. Tip-Top is better bread. Folder. Appl. author: Robert L. Weil. © 1Mar54; KK95468.
Tip-Top Circus Big-Top. (Bread) Display poster. Appl. author: Robert L. Weil. © 1Mar54; KK95471.
Tip-Top Cisco Kid and Pancho jig saw puzzle. Enriched Tip-Top is better bread. Card. Appl. author: Robert L. Weil. © 22Sep53; KK93879.
Tip-Top mystery jig saw. Enriched Tip-Top is better bread. Card. Appl. author: Robert L. Weil. © 28Sep53; KK93878.
Tip-Top toy town truck. (Bread) Card. Appl. author: Robert L. Weil. © 15Feb54 (in notice: 1953); KK93877.
Vee-D-X antenna rotator. La Pointe. Cards. Appl. author: Robert L. Weil. © 29Sep53; KK93883.
Weather-Bird Pinocchio tell the truth club. (Shoes) Card. Appl. author: Robert L. Weil. © 10Apr53; KK93881.
SPECIALTY PRODUCTS COMPANY. Mystic age-teller. Card. © Ronald D. Morgan, d.b.a. Specialty Products Co.; 22Apr54; KK96373.
Smart pills. Contents: Candy. (Novelty) Label. © Frank B. Taylor, d.b.a. Specialty Products Co.; 2Jun54; KK97271.
Stupid pills. Contents: Candy. (Novelty) Label. © Frank B. Taylor, d.b.a. Specialty Products Co.; 23Feb54; KK94009.
SPECO, INC. © Speco Chill-It keeps food cold for hours. (Chemical gelatin used as canned ice) Sheet. Appl. author: Arthur Cleland Palm. © 9Apr54; KK95311.
SPEED QUEEN CORPORATION. © Speed Queen, the royal family of home laundry equipment. Folder. Appl. author: Robert A. Murray. © 21Mar54; KK95504.
SPENCE ENGINEERING COMPANY, INC. © Spence, the advanced method of temperature control. Type E2T100 [and] ET150. Folder. Appl. author: William A. Cather, III. © 4Jan54; KK92719.
SPENCER INDUSTRIES, INC. © Signs and letters are good salesmen. Catalog no. 42. 88 p. Appl. author: John M. Doyle. © 6Jan54; KK92549.
SPIEGEL, INC. © Stop, notice how this machine has been threaded at the factory. Model 752.70. Folder. Appl. title: Instructions for sewing machine. © 17May54; KK96821.
SPIRELLA COMPANY. © Fashion begins with Spirelette [lingerie] Folder. Appl. author: William Robert Galbraith. © 19May54; KK97003.
SPRING-O-LATOR MANUFACTURING COMPANY. Style in motion. (Footwear parts) Folder. © Maxwell Sachs, d.b.a. Spring-O-Lator Mfg. Co.; 10Nov53; KK95109.
SPROUT, WALDRON AND COMPANY, INC. © Pneumatic bulk feed truck. Bulletin 113. (Machinery) Sheet. © 15Jan54; KK93383.

SQUIRT COMPANY. ©

America's smooth operators serve Squirt, the smo-o-o-theist mix in the country. (Non-alcoholic beverage) (In Patterson's California beverage gazetteer, Feb. 1954, p. 55) © 28Jan54; KK95533.

Another Squirt first. The new Tanton-Carton. (Non-alcoholic beverage) (In Mid-Continent bottler, Feb. 1954, p. 21) © 3Feb54; KK95532.

The customer who asks for Squirt, says Philip Brezicka ... wants Squirt served in the bottle. (Non-alcoholic beverage) (In Patterson's California beverage gazetteer, Apr. 1954, p. 62-A) © 30Mar54; KK97614.

The customer who asks for Squirt, wants Squirt served in the bottle. (Non-alcoholic beverage) (In the Metropolitan beverage journal, Feb. 1954, p. 4) © 4Feb54; KK95531.

How Squirt influences people and wins sales. (Non-alcoholic beverage) (In the American bottler, blue book ed., spring 1954, p. 59) © 19Apr54; KK97613.

If sweet soft drinks leave you thirsty, switch to Squirt. (In Look, June 1, 1954, p. 95) © 18May54; KK97615.

STA-WHIP, INC. ©

Sta-Whip dessert topping. 6 fl. oz. net. Label. © 15Mar52; KK97478.

STAGG DISTILLING COMPANY. ©

Proud is the word for Old Stagg. America's largest-selling straight Kentucky bourbon. (In the Washington post and times herald, Washington, D. C., Feb. 9, 1954, p. 15) Appl. author: Grey Advertising Agency, inc. © 9Feb54; KK96093.

13 billion drinks can't be wrong. Old Stagg Kentucky straight bourbon. (In Seaboard beverage journal, Apr. 1954, p. 32) Appl. author: Grey Advertising Agency, inc. © 1Apr54; KK96886.

What glass holds 2,000,000 barrels of experience? Old Stagg, America's top straight Kentucky bourbon. (In Buckeye tavern, Mar. 1954, p. 9) Appl. author: Grey Advertising Agency, inc. © 15Mar54; KK96889.

STALEY MILLING COMPANY. ©

Full Pail 18 o/o dairy feed. 50 lbs. net. Label. Appl. author: Bozell & Jacobs. © 22Jun53; KK92639.

Staley chick Atoms. 50 lbs. net. (Poultry feed) Label. Appl. author: Bozell & Jacobs. © 12Feb54; KK93782.

Staley grower Atoms. 50 lbs. net. (Poultry feed) Label. Appl. author: Bozell & Jacobs. © 3May54; KK96686.

Staley pullet Atoms. 50 lbs. net. (Poultry feed) Label. Appl. author: Bozell & Jacobs. © 1Jun54; KK97594.

STANDARD BRANDS, INC. ©

Tender Leaf brand orange pekoe and pekoe cut black tea. 16 tea bags. Net wt. 1 1/4 oz. Label. © 9Feb54; KK94322.

Tender Leaf orange pekoe and pekoe black tea. Save 5¢ on regular price of this package. 1/4 lb. net wt. Label. © 28Dec53; KK92678.

STANDARD ENGINEERING AND MANUFACTURING COMPANY. ©

Stemco Holey iron (perforated hanger iron) Label. Appl. author: Harvey M. Olmstead. © 13Feb54; KK93779.

Stemco Holey iron (perforated hanger iron) Folder. Appl. author: Harvey M. Olmstead. © 21Apr54; KK95746.

STANDARD OIL COMPANY (INDIANA). ©

Home heating discovery completely prevents clogging of oil burner parts ... Sta-Clean, new standard furnace oil. (In Chicago daily tribune, Jan. 12, 1954, p. 16) Appl. author: McCann-Erickson, inc. © 12Jan54; KK92699.

It's got live power. New Standard premium gasoline designed for knock-proof performance ... [Figure of deer] (In the Wall Street journal, Apr. 6, 1954, p. 5) Appl. author: McCann-Erickson, inc. © Standard Oil Co. (Indiana), (in notice: Standard Oil Co.); 6Apr54; KK95611.

The makers of famous De-Icer non-stalling gasoline announce new Standard premium gasoline. (In Chicago daily tribune, Mar. 5, 1954, p. 16) Appl. author: McCann-Erickson, inc. © Standard Oil Co. (Indiana), (in notice: Standard Oil Co.); 5Mar54; KK94146.

Standard Oil Laboratories now have created a great new motor oil ... Can save you up to two gallons of gas in a tankful. New Super Permalube. (In Chicago daily tribune, Apr. 16, 1954, p. 20) Appl. author: McCann-Erickson, inc. © Standard Oil Co. (Indiana), (in notice: Standard Oil Co.); 16Apr54; KK96013.

With remarkable De-Icer additive, new Standard premium does what no other gasoline will do. (In Chicago daily tribune, Jan. 8, 1954, p. 20) Appl. author: McCann-Erickson, inc. © 8Jan54; KK92700.

STANDARD RESEARCH, INC. ©

FPR cream with lanolin. Nail polish remover and cuticle softener. Net wt. 1 oz. tube Label. © 18Jan54; KK93781.

FPR cream with lanolin. Nail polish remover and cuticle softener, complete with FPR wonder brush. Net wt. 1 oz. [Carton] Label. © 18Jan54; KK93780.

STANLEY HOME PRODUCTS, INC. ©

Anti-enzyme action ammoniated tooth paste. Stanhome. Net wt. 3 oz. [Carton] Label. © 18Mar54; KK95295.

Anti-enzyme action ammoniated tooth paste. Stanhome. Net wt. 3 oz. [Tube] Label. © 18Mar54; KK95296.

Beauty lotion for lovelier skin. Stanhome. 8 fl. oz. Label. © 28Dec53; KK93921.

Chairman shaving cream. Stanhome. 6 1/4 oz. Label. © 28Dec53; KK93923.

Cool-A-Ped foot lotion. Stanhome. Net contents 8 fl. oz. Label. © 15May54; KK97090.

First in popularity for in-the-home shopping. Stanhome. (Housekeeping aids) (In Ladies' home journal, Feb. 1954, p. 4 of cover) © 27Jan54; KK93241.

New squeeze mop to sponge your floors clean. Stanhome. Label. © 5Apr54; KK95288.

One reason why Stanley hostess parties rank first in popularity ... Wonderful work-savers for the care of your floors. Stanhome. (In Life, May 3, 1954, p. 106) © 29Apr54; KK96080.

Shampoo & scalp brush. Stanhome. Label. © 19Feb54; KK93922.

Shop for quality plus housekeeping aids, at Stanley hostess parties. Stanhome. (In Good housekeeping, Feb. 1954, p. 152) © 25Jan54; KK93116.

Shop for quality plus personal grooming aids at Stanley hostess parties. Stanhome. (In Good housekeeping, May 1954, p. 145) © 23Apr54; KK96081.

Stanley beauty brush for facial massage. Stanhome. Label. © 8Mar54; KK94238.

Stanley E Z waxer. Stanhome. Label. © 30Dec53; KK93242.

Stanley Home Products permanent wave refill, use 3 ways. Stanhome. Label. © 16Dec53; KK92923.

Stanley Home Products permanent wave, use 3 ways. Stanhome. Label. © 16Dec53; KK92922.

Stanley moth prevention service. Stanhome. Folder. © 15Jul53; KK97283.

Stanley VV's vitamins & minerals. 100 tablets. Stanhome. © 4Mar54; KK94239.

Tarnish remover cleans silver instantly, without rubbing. Stanhome. Net contents 1 pt. Label. © 1Sep53; KK95784.

Waving lotion. Stanhome. 4 fl. oz. Label. © 16Dec53; KK92368.

Your friendly Stanley dealer really needs no introduction. Stanhome. (Household cleaning products & personal grooming aids) (In Life, Mar. 8, 1954, p. 131) © 5Mar54; KK94136.

Your Stanley dealer is your neighbor and your friend. Stanhome. Card-board fan. © 15Mar54; KK96378.

STAR METAL MANUFACTURING COMPANY, INC. ©

Star Metal all-metal welded stainless steel refrigerators. Catalog R-1. Folder. © 1Apr54; KK96512.

STARK, BLANCHE, AND THE ESTATE OF JEROME J. STARK, forming the partnership J. J. STARK COMPANY. SEE Stark (J. J.) Company.

STARK (J. J.) COMPANY.

Atlas Line. (Foreign language greeting cards) Label. Appl. author: Card Masters, inc. © J. J. Stark Co., a partnership consisting of Blanche Stark & the estate of Jerome J. Stark, deceased; & Gerson Bros., inc.; 1Jan54; KK94553.

STARK, JEROME J., ESTATE OF, AND BLANCHE STARK, forming the partnership J. J. STARK COMPANY. SEE Stark (J. J.) Company.

STATE FARM INSURANCE COMPANIES.

America's most prized car emblem now does 2 jobs. It marks careful drivers, protects you on the road. (In Collier's, Feb. 5, 1954, p. 5) Appl. author: Needham, Louis & Brorby, inc. © State Farm Insurance Cos. (in notice: SFM, State Farm Mutual); 22Jan54; KK93193.

STATE FARM MUTUAL. ©

New safety insignia, for careful drivers only. (Automobile insurance) (In the Progressive farmer, Jan. 1954, p. 115) Appl. author: Needham, Louis & Brorby, inc. © 15Dec53; KK93600.

- STATE LINE SERVICE, INC. ©
Here's how you can save time, trouble and temper. Octo-clip. Pamphlet. © 1Feb54; KK93276.
- STEARNS AND FOSTER COMPANY. ©
Mountain Mist needle-easy Glazene filling for quilts. 1 lb. 3 oz. (Patterns) Label. Appl. author: Frederick J. Hooker. © 23Mar54; KK95479.
- STECKLER, DONALD M., LEE STECKLER AND NAT P. STECKLER, d.b.a. E-Z Products. SEE E-Z Products.
- STECKLER, LEE, NAT P. STECKLER AND DONALD M. STECKLER, d.b.a. E-Z Products. SEE E-Z Products.
- STECKLER, NAT P., LEE STECKLER AND DONALD M. STECKLER, d.b.a. E-Z PRODUCTS. SEE E-Z Products.
- STEPHENS, RICHARD GERRARD. ©
Ole Tom Texan says ... Armstrong's floor covering, formica, Cook's paints and varnishes ... Post card. © 19Feb54; KK93769.
- STERILEK COMPANY, INC. ©
Eve cleansing tissues. 400 single sheets, 200 2-ply tissues. Label. Appl. author: Mitchell Studios. © 3Feb54; KK93297.
- STERLING BREWERS, INC. ©
This song sings best when drinking Sterling mellow beer. 1954-55 calendar. Appl. author: R. Lloyd Smith. © 1Feb54; KK95448.
- STEVENS FIREPLACE LOG CORPORATION. ©
Pak-A-Fyr; no kindling, long burning. Label. © 12Feb54 (in notice: 1953); KK93716.
- STIFFEL COMPANY. ©
No[s] 9587, 9592, 9598 [and] 9590. (Lamps) Sheet. Appl. author: Edwin I. Cole. © 4Jan54; KK94546.
Signature Th: A. Stiffel lamps. Spring 1954. Sheets. Appl. author: Edwin I. Cole. © 4Jan54; KK95569.
- STILLER, BENJAMIN, d.b.a. QUIKEY MANUFACTURING COMPANY. SEE Quikey Manufacturing Company.
- STOCKWELL, JAMES R. ©
Dern site csico better than Si had. (Tooth pick containers) Label. © 10Mar54; KK95133.
- STOFFEL SEALS CORPORATION. ©
Your brand name at the point of sale commands consumer attention and better price. Stoffel [poultry] seal-tags. Sheet. Appl. author: John B. Betti. © 15May54; KK96847.
- STONE, N. G., S. Z. GORDON AND MELVIN J. GORDON, forming the co-partnership MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.
- STOREY, ALFRED ANTHONY, sole owner C-R-I CONTROL COMPANY. SEE C-R-I Control Company.
- STORM ADVERTISING COMPANY, INC.
Super drug stores. SEE Key Drug Company.
- STORZ BREWING COMPANY. ©
Girls, it's here. Storz-ette, the original beer for women. © 29Oct53; KK95963.
I just knew someone would do it. Storzette. (In Evening tribune, San Diego, Calif., Nov. 2, 1953, p. a-10) © 2Nov53; KK95965.
New Storzette is strictly for the girls. © 12Nov53; KK95962.
- New Storz-ette, the first beer created exclusively for women. (In the San Diego union, San Diego, Calif., Oct. 25, 1953, p. C-3) © 25Oct53; KK95964.
Now a calorie controlled beer, created exclusively for women. Storz-ette. (In Evening tribune, San Diego, Calif., Nov. 5, 1953, p. a-28) © 5Nov53; KK95966.
- STRAYHORN, ERVIN. ©
Water Webs. (Devices to assist swimmers) Sheet. © 1Mar54; KK94194.
- STREET (R. R.) AND COMPANY, INC. ©
The extractor rinse permits the use of the two-bath method, while awaiting installations of combination washer-extractors. S886-106. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954, p. 101) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK97191.
For near elimination of wet cleaning, in plants not equipped with combination washer-extractors. S886-39. (Dry cleaning soap) (In National cleaner & dyer, June 1953) Appl. author: Paul V. Warren. © 20May53; KK97190.
- STRESAMIN VITAMIN COMPANY.
Stresamin, each capsule provides the following ascorbic acid ... Contents 100 capsules. Label. © Harry Curtis Rice, d.b.a. Stresamin Vitamin Co.; 4May53; KK93602.
- STROHMEYER AND ARPE COMPANY. ©
Announcing a marriage of extra-premium quality to a most distinguished brand name. Marie Elisabeth imported olives. Sheet. © 27May54; KK96878.
- STUDEBAKER CORPORATION.
Certified used cars. Poster. © Studebaker Corp. (in notice: Studebaker); 1Apr54; KK95842.
- SUN HARBOR PACKING COMPANY. ©
Furr brand all tuna, red meat pet food. Contents 6 1/2 oz. avoird. Label. Appl. author: Alfred Clark. © 21May54; KK97164.
- SUN OIL COMPANY. ©
Sunoco automatic transmission service. Use Sunoco transmatic fluid. Poster. Appl. author: Albert Byron Saxman. © 15Apr54; KK95538.
- SUNBEAM CORPORATION. ©
Entirely new and sensational, never before an appliance like this. Sunbeam controlled heat automatic frypan. (In the Saturday evening post, Mar. 27, 1954, p. 11) Appl. author: Albert E. Widdifield. © 24Mar54; KK96258.
Give him a Sunbeam Shavemaster, the one that shaves closer ... (In the Saturday evening post, Dec. 12, 1953, p. 60) Appl. author: Albert E. Widdifield. © 9Dec53; KK94982.
Give Sunbeam, the best electric appliances made, and you give the finest. (In the Saturday evening post, Dec. 5, 1953, p. 8-9) Appl. author: Albert E. Widdifield. © 2Dec53; KK94969.
In 1952, more men have switched to Sunbeam Shavemaster than ever before in shaver history. (Electric razor) (In Life, Oct. 6, 1952, p. 22) Appl. author: Albert E. Widdifield. © 30Oct52; KK94686.
The most wanted gift. More men have switched to Sunbeam Shavemaster. (Electric razor) (In the Saturday evening post, Dec. 13, 1952, p. 63) Appl. author: Albert E. Widdifield. © 10Dec52; KK94687.
- New Sunbeam automatic Coffeemaster is your assurance of a perfect cup of coffee every time. [Ethel and Albert holding cups of coffee] (In the Saturday evening post, Nov. 7, 1953, p. 71) Appl. author: Albert E. Widdifield. © 4Nov53; KK94972.
New Sunbeam automatic Coffeemaster is your assurance of a perfect cup of coffee every time. [Ethel and Albert with heads together] (In the Saturday evening post, Sept. 26, 1953, p. 112) Appl. author: Albert Widdifield. © 23Sep53; KK94974.
New Sunbeam automatic cooker & deep fryer does more things better. (In the Saturday evening post, Nov. 29, 1952, p. 63) Appl. author: Albert E. Widdifield. © 26Nov52; KK94688.
New Sunbeam automatic Mixmaster Junior ... The perfect gift for Mother's Day ... (In the Saturday evening post, May 2, 1953, p. 96) Appl. author: Albert Widdifield. © 29Apr53; KK94992.
Now, Sunbeam lightweight steam or dry iron. (In Good housekeeping, July 1952, p. 22) Appl. author: Albert E. Widdifield. © 20Jun52; KK94985.
Now, the sensational new Sunbeam lightweight steam or dry iron. (In the Saturday evening post, July 12, 1952, p. 50) Appl. author: Albert E. Widdifield. © 9Jul52; KK94984.
Only 4 million men have switched to this latest model Sunbeam Shavemaster. (Electric razor) (In the Saturday evening post, Apr. 17, 1954, p. 124-125) Appl. author: Albert E. Widdifield. © 14Apr54; KK96260.
Only Sunbeam automatic Mixmaster gives you all these advantages ... Sunbeam toasts with radiant control ... (In Life, Apr. 14, 1952, p. 19) Appl. author: Albert E. Widdifield. © 11Apr52; KK94988.
Only Sunbeam Shavemaster has the big smooth single head and powerful 16 bar armature real motor ... Just the gift for dad ... (In the Saturday evening post, June 13, 1953, p. 2) Appl. author: Albert E. Widdifield. © 10Jun53; KK94991.
Only Sunbeam Shavemaster has the big smooth single head and powerful 16 bar armature real motor ... Most dealers are prepared ... (In the Saturday evening post, Sept. 19, 1953, p. 90) Appl. author: Albert Widdifield. © 16Sep53; KK94990.
Only Sunbeam Shavemaster has the big smooth single head and powerful 16 bar armature real motor ... See your ... dealer. (In the Saturday evening post, Nov. 14, 1953, p. 69) Appl. author: Albert E. Widdifield. © 11Nov53; KK94971.
Only Sunbeam Shavemaster has the bigger, single smooth head and the lightning-fast single cutter. (Electric razor) (In the Saturday evening post, Sept. 27, 1952, p. 81) Appl. author: Albert E. Widdifield. © 24Sep52; KK96350.
Only Sunbeam Shavemaster shaves closer and faster than any other method, wet or dry. (In the Saturday evening post, Sept. 27, 1952, p. 80) Appl. author: Albert E. Widdifield. © 24Sep52; KK96351.

Only the new Sunbeam Mixmaster gives you all these advantages. Lighter ... cakes. (In Life, Sept. 15, 1952, p. 132) Appl. author: Albert E. Widdifield. © 12Sep52; KK94983.

Only the Sunbeam toasts with radiant control. [Candle and cup of coffee to left of toaster] (In Life, Dec. 15, 1952, p. 69) Appl. author: Albert E. Widdifield. © 12Dec52; KK94993.

Only the Sunbeam toasts with radiant control. [Red and yellow flowers to left of toaster] (In the Saturday evening post, May 10, 1952, p. 58) Appl. author: Albert E. Widdifield. © 7May52; KK94986.

Only the Sunbeam toasts with radiant control that gives you the same uniform toast ... (In Good housekeeping, Oct. 1953, p. 10) Appl. author: Albert Widdifield. © 20Sep53; KK94973.

Sunbeam automatic Coffeemaster is your assurance of a perfect cup of coffee every time. Sunbeam ... Mixmaster ... (In Life, May 5, 1952, p. 121) Appl. author: Albert E. Widdifield. © 2May52; KK94987.

Sunbeam automatic Mixmaster Junior. ... waffle baker. (In the Saturday evening post, Nov. 28, 1953, p. 110) Appl. author: Albert E. Widdifield. © 25Nov53; KK94970.

Sunbeam automatic Waffle Baker ... Egg cooker ... (In the Saturday evening post, Sept. 26, 1953, p. 113) Appl. author: Albert Widdifield. © 23Sep53; KK94989.

Sunbeam, the best electric appliances made. Sunbeam controlled heat automatic frypan. cFried eggs (In Good housekeeping, May 1954, p. 10) Appl. author: Albert E. Widdifield. © 20Apr54; KK96259.

Sunbeam, the best electric appliances made. Teach modern home-making methods with Sunbeam. cMixmaster, ironmaster & cooker & deep fryer (In Forecast for home economists, Feb. 1954, p. 63) Appl. author: Albert E. Widdifield. © 17Jan54; KK94981.

SUNDIAL SHOE COMPANY. ©

Easter parade in Sundial shoes, comfort-crafted to fit your footprint. (In Life, Mar. 29, 1954, p. 75) Appl. author: Hoag & Provandie, inc. © 29Mar54; KK94871.

For proud paraders at Easter and long after. (In Life, Apr. 5, 1954, p. 7) Appl. author: Hoag & Provandie, inc. © 5Apr54; KK95096.

Go easy and breezy, Sundial shoes, comfort-crafted to fit your footprint. (In Life, May 24, 1954, p. 41) Appl. author: Hoag & Provandie, inc. © 24May54; KK96768.

Sundial captures the sweep and color of Carmen. (In Life, May 3, 1954, p. 127) Appl. author: Hoag & Provandie, inc. © 3May54; KK96148.

SUNKIST GROWERS, INC. ©

Sunkist oranges, best for eating, best for juice. 5 lbs. net. Label. © 3May54; KK96482.

SUNNY TOGS OF CALIFORNIA. ©

The big idea of the year is small change. Small change is a revolutionary new idea. (Children's wear) © 12May54; KK97238.

The big idea of the year is small change. 2 dresses in one. [Mailing piece] Folder. © 12May54; KK97239.

Small change, the big idea of the year. (Children's wear) Counter card. © 12May54; KK97240.

2 dresses in one. [Hand tags] Folder. © 12May54; KK97237.

SUN-RISE, INC. ©

Sun-Rise beverages. Min. contents 7 fl. ozs. (Soft drinks) Label. © 9Mar54; KK95274.

SUNSHINE BISCUITS, INC. ©

The finest ever made, the finest cream-filled chocolate cookie you ever tasted. Sunshine Hydrox. (In Ladies' home journal, Jan. 1950, p. 110) Appl. author: Cunningham & Walsh. © 24Dec49 (in notice: 1950); KK93657.

The finest ever made. Two dainty chocolate cookies ... Sunshine Hydrox. (In Ladies' home journal, Feb. 1950, p. 80) Appl. author: Cunningham & Walsh. © 29Jan50; KK93658.

Sunshine Hi Ho crackers. Baker's magic. (In Life, v. 29, no. 12, p. 110) Appl. author: Cunningham & Walsh. © 17Sep50; KK93656.

Sunshine Hi Ho crackers. It's Sunshine for finer flavor. (In Life, v. 28, no. 2, p. 7) Appl. author: Cunningham & Walsh. © 8Jan50; KK93655.

SUPER MARKET INSTITUTE, INC. ©

Advertising-promotion service.

Prepared with the cooperation of

McCall's magazine. Pamphlet.

Appl. author: McMahon & Morse.

Feb. 1954. © 31Dec53; KK92916.

Mar. 1954. © 2Feb54; KK93298.

Apr. 1954. © 11Mar54; KK94595.

May 1954. © 2Apr54; KK95106.

June 1954. © 26Apr54; KK95826.

July 1954. © 28May54; KK97583.

SUPERIOR LINOTYPE SERVICE. ©

How to color your own matrices, white on black. Folder. Appl. author: Frederick F. Simmons.

© 28Apr54; KK96696.

SUPERIOR MANUFACTURING AND HOME SUPPLY. ©

Super Scent home and car wafer keeps air fresh, destroys unpleasant odors anywhere. cDirections for using Label. Appl. author: Albert T. Hennessey. © 1Mar54; KK96141.

Super Scent home and car wafer keeps air fresh, destroys unpleasant odors anywhere. Floral bouquet ... Display poster. Appl. author: Albert T. Hennessey. © 1Mar54; KK96142.

Super Scent home and car wafer, keeps air fresh, destroys unpleasant odors anywhere. c4 illus.; instructions for displaying cartons (Household deodorizer) Label. Appl. author: Albert T. Hennessey. © 1Mar54; KK96084.

SUPERIOR SUPPLY COMPANY. ©

Reference chart, air conditioning accessories. Net prices effective Mar. 1, 1954. Sheet. Appl. author: Paul Shapiro. © 8Mar54; KK94301.

SUPPLEX CORPORATION. ©

Report no. 1. Proper design is vital in flexible sprinklers. [Mailing piece] Folder. Appl. author: Mann-Ellis, inc. © 15Feb54; KK94170.

Supplex sells faster because it performs better. (Garden hose & sprinkler) (In Hardware age, Mar. 4, 1954) Appl. author: Mann-Ellis, inc. © 4Mar54; KK94351.

SURGITUBE PRODUCTS CORPORATION. ©

Surgitube, a twist and it fits. New jet speed bandage. Label. Appl. author: Louis Hochman. © 1Feb54; KK93237.

A twist and it fits, new jet speed bandage. White, no. 3. Contents 5 yards. (Seamless tubular gauze) Label. Appl. author: Louis Hochman. © 30Mar54; KK94872.

A twist and it fits, new jet speed bandage. White, no. 4. Contents 5 yards. (Seamless tubular gauze) Label. Appl. author: Louis Hochman. © 30Mar54; KK94873.

SUTHERLAND PAPER COMPANY. ©

1 dozen eggs. Design no. 97. Label. Appl. author: Clifton T. Wilson. © 22Dec53; KK93526.

SUTTON LAMPS, INC. ©

Lamp catalogue. Price list, effective Mar. 1, 1954. Pamphlet. Appl. author: Sam Ritter. © 25Mar54; KK96389.

SWAK WATCH CORPORATION. ©

An ideal gift. Femina. Display poster. Appl. author: Harold Potter. © 1Apr54; KK96176.

An ideal gift. Junior anti-magnetic. Display poster. Appl. author: Harold Potter. © 1Apr54; KK96173.

An ideal gift. Riviera. Display poster. Appl. author: Harold Potter. © 1Apr54; KK96174.

An ideal gift. Swak anti-magnetic. Display poster. Appl. author: Harold Potter. © 1Apr54; KK96178.

An ideal gift. Topper. Display poster. Appl. author: Harold Potter. © 1Apr54; KK96175.

An ideal gift on the wings of time. Display poster. Appl. author: Harold Potter. © 1Apr54; KK96172.

Noblesse; unbreakable crystal, fashionably styled ... Display poster. Appl. author: Harold Potter. © 1Apr54; KK96177.

SWANN, DAMON J., d.b.a. HOUSE OF IDEAS. SEE House of Ideas.

SWANSON (C. A.) AND SONS. ©

TV dinner. Quick frozen turkey dinner. Label. Appl. authors: Eugene Ross & Richard E. Machamer. © 16Nov53; KK93233.

SWISS FEDERATION OF WATCH MANUFACTURERS. ©

And something new. [Bride & bridesmaids; color] (In Life, Apr. 19, 1954, p. 125) Appl. author: Foote, Cone & Belding. © 16Apr54; KK96612.

He's a specialist in pleasant surprises. cInterior jewelry store scenes (In Life, Mar. 8, 1954, p. 85) Appl. author: Foote, Cone & Belding. © 5Mar54; KK95263.

New companion for an old timer. If he's like most men ... (In Look, Jan. 26, 1954, p. 72) Appl. author: Foote, Cone & Belding. © 12Jan54; KK93071.

Parents are pretty smart too. [Color; boy's graduation] (In Farm journal, May 1954, p. 73) Appl. author: Foote, Cone & Belding. © 12Apr54; KK96995.

This is Everytown, U. S. A. (In the New York times, Jan. 5, 1954, p. 63) Appl. author: Foote, Cone & Belding. © 5Jan54; KK92628.

SWIVELIER COMPANY, INC. ©
New Swivelier universally adjustable
Dextra-Lites. Bulletin no. 134
effective October 1, 1953. (Flu-
orescent lighting fixtures)
Appl. author: Nathan Rodney
Schwartz. © 1Nov53; KK92500.

SYMONDS, HARRY J., AND THELMA L.
SYMONDS, d.b.a. CHEM PRODUCTS COM-
PANY. SEE Chem Products Company.

SYMONDS, THELMA L., AND HARRY J.
SYMONDS, d.b.a. CHEM PRODUCTS
COMPANY. SEE Chem Products Company.

T

TAGDEN. ©
Use only a very small amount. (Hand
lotion) Label. Appl. title:
Specific instructions label ...
Tagden's On Location hand lotion.
Appl. author: Don Alan Denny.
© 11Jun54; KK97171.

TALMAN FEDERAL SAVINGS AND LOAN ASSO-
CIATION OF CHICAGO. ©
To savers of money Talman says, peo-
ple are more important than money.
(In Chicago daily news, Dec. 29,
1953, p. 35) © 29Dec53; KK92621.

TALON EDUCATIONAL SERVICE. ©
The arm garter, made with a 4 inch
Seam-thin Talon zipper. (Zipper
design no. 1012S) Folder.
© 3Dec53; KK92357.
The eyeglass cases, made with three
6 inch Seam-thin Talon zippers,
and a 7 inch Seam-thin Talon zip-
per. (Zipper design no. 1050S)
Folder. © 3Dec53; KK92356.
The jester boots, made with two 6
inch Seam-thin Talon zippers.
(Zipper design no. 1018 S) Fold-
er. © 3Dec53; KK92355.
The pixie set, made with a 5 inch
Seam-thin Talon zipper, and a 4
inch Seam-thin Talon zipper.
(Zipper design no. 1031S) Folder.
© 3Dec53; KK92354.

TARTAN TOYS.
5 educational games in one complete
package. Label. Appl. author:
Barbara Frances Crowe. © Roe
Palmer Hendrick & James Francis
Reynolds, d.b.a. Tartan Toys;
28Nov53; KK92883.

TASH (AL) DYE WORKS. ©
The Dy-Gesters are now all stainless
steel. (Tables & tanks) (In
American drycleaner, v. 20, no.
11, p. 57) Appl. author: R. J.
Burke Advertising, inc. © 1Feb54
(in notice: 1953); KK93784.

TASTY BAKING COMPANY. ©
Tastykake, it's a hit. [Design no.
164] Poster. © 1Jun54; KK96941.
Tastykake, pleasant dreams. [Design
no. 161] Poster. © 1Mar54;
KK94105.
Tastykake, popular platter. [Design
no. 162] Poster. © 1Apr54;
KK95060.
Tastykake, right answer. [Design
no. 160] Poster. © 1Feb54;
KK93413.
Tastykake signals good eating.
[Design no.] 159. Poster.
© 28Dec53 (in notice: 1954);
KK93000.
Tasty-pie, best bite. [Design no.
163] Poster. © 1May54; KK96014.

TAYLOR, EDWIN M. ©
Produce of U. S. A. Taylor Made
brand [fresh vegetables] Label.
Appl. author: Archie Vazquez.
© 22Mar54; KK94680.

TAYLOR, FRANK B., d.b.a. SPECIALTY
PRODUCTS COMPANY. SEE Specialty
Products Company.

TAYLOR, RICHARD. ©
My husband keeps telling me to go
to hell, by Ella Bentley Arthur.
[Dust jacket] (Book) Label.
© 8Mar54; KK94559.

TAYLOR, STEWART. ©
Aerosol Hive-Bomb, the push-button
bee smoker. Label. © 1Apr54;
KK95473.
Introduces Taylor's Aerosol Hive-
Bomb, the push-button bee smoker.
Sheet. © 1Apr54; KK96089.

TAYLOR (THOMAS) AND SONS. ©
Elastic TayLoops and TayLoRings in-
spire novel vamp treatments. (In
Boot and shoe recorder, Dec. 15,
1953, p. 18) Appl. author: Ralph
A. Parker. © 15Dec53; KK92801.

Leather covered Shugor completes
the all-leather shoe. (Shoe gor-
ing) (In Leather and shoes, Dec.
26, 1953, p. 128) Appl. author:
Ralph A. Parker. © 26Dec53;
KK92803.

Shugor comfort, tunes in television
scuffs for top reception. (Shoe
goring) (In Boot and shoe record-
er, May 15, 1954, p. 73) Appl.
author: Ralph A. Parker.
© 15May54; KK97416.

Shugor has the edge on fit and com-
fort, the reinforced edge. (Shoe
goring) (In American shoemaking,
Mar. 17, 1954, cover) Appl. au-
thor: Ralph A. Parker. © 17Mar54;
KK94774.

Shugor inspired styles mean more
sales of men's shoes. (Shoe gor-
ing) (In American shoemaking,
May 12, 1954, cover) Appl. au-
thor: Ralph A. Parker. © 12May54;
KK96595.

Styled for beauty, yet practical
and comfortable, Shugor makes them
fit. (Shoe goring) (In American
shoemaking, Dec. 16, 1953, cover)
Appl. author: Ralph A. Parker.
© 16Dec53; KK92802.

Taylor rings the bell with Taylo-
Rings. (Shoe goring) (In Boot
and shoe recorder, Mar. 15, 1954,
p. 40) Appl. author: Ralph A.
Parker. © 15Mar54; KK95992.

Thomas Taylor products, with a back-
ground of ninety years of experi-
ence and research. (Shoe goring,
braids, laces, dyeing, tipping)
(In Boot and shoe recorder, Jan.
15, 1954, p. 87) Appl. author:
Ralph A. Parker. © 15Jan54;
KK93218.

Unique style accents vitalized by
Shugor. (Shoe goring) (In Boot
and shoe recorder, Apr. 15, 1954,
p. 140) Appl. author: Ralph A.
Parker. © 15Apr54; KK96594.

TAYLOR ART STUDIOS. ©
Leaves of roses and buds ... Price
75¢. Pattern no. 1-W. (Tray
transfer) Appl. author: Mertice
Taylor. © 8Jan54; KK95602.

This design may be had in color on
request ... Price 75¢. Pattern
no. 2-O. (Tray transfer) Appl.
author: Mertice Taylor. © 8Jan54;
KK95601.

TEACH-A-TOT TOYS.
Back yard jigsaw puzzle. Sheet.
Title from appl. © Teach-A-
Tot Toys of America, d.b.a. Teach-
A-Tot Toys; 19May54; KK96972.

Barnyard jigsaw puzzle. Sheet.
Title from appl. © Teach-A-
Tot Toys of America, d.b.a. Teach-
A-Tot Toys; 19May54; KK96971.

TEACH-A-TOT TOYS OF AMERICA, d.b.a.
TEACH-A-TOT TOYS. SEE Teach-A-
Tot Toys.

TECNIQUE, INC. ©
Was your hair prettier 5 years ago?
Technique color-tone permanent
wave. (In Elmira Sunday telegram,
Mar. 7, 1954, p. 4-C) Appl. au-
thor: Sig Pass. © 7Mar54;
KK97489.

TEK HUGHES. ©
The first new idea for hairbrushes
in centuries. Flex-Action. (In
Esquire, Dec. 1953, p. 45) Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 7Nov53; KK93960.

TEL TAIL TAG COMPANY. ©
Tel Tail tag, the humane cattle
identification tag. Poster.
Appl. author: Jessie Russell.
© 10Dec53; KK92635.

TELATOTAL COMPANY.
Telatotal combined tax calculator,
Telatotal payroll calculator.
Folder. Appl. authors: Charles
Fish & Hubbell Advertising Agency.
© Charles Fish, sole owner of
Telatotal Co.; 21Dec53; KK93510.

TEMPLE, CHARLES BROOKE AND CALEB RICH-
MOND WILLIAMSON, t.a. KEEN COMPANY.
SEE Keen Company.

TENNISON BROTHERS, INC. ©
Delays on your job cost money, Termi-
Shield. Anyone can lay quick lay-
ing lock joint T-S. (Steel ter-
mite shield) Folder. Appl. au-
thor: James Daniel Tennison, Jr.
© 16Apr54; KK95391.

Galvanized sheet steel Termi-Shield.
(Metal termite shield) Sheet.
Appl. author: James Daniel Tenni-
son, Jr. © 5Apr54; KK95089.

TERRY FOODS, INC. ©
Frozen barbecue sauce and sliced
beef. Net wt. 1 1/4 oz. Label.
© 20Nov53; KK97644.
Frozen beef chop suey. Net wt. 1
lb. Label. © 20Nov53; KK97643.
Frozen gravy and sliced beef. Net
wt. 1 1/4 oz. Label. © 20Nov53;
KK97645.

TEXAS PHENOTHIAZINE COMPANY. ©
Dr. Rogers' Tena-Bov drench. Net
contents: 1 gallon. (Animal
pharmaceutical) Label. Appl.
author: R. L. Rogers. © 1Aug53;
KK92776.

TEX-A-TOY COMPANY. ©
Tex-A-Toy cowboy trick rope.
(Games, toys & sporting goods)
Label. © 12Jan54; KK95368.

TEXIZE CHEMICALS, INC. ©
Texize foaming action bleach and
disinfectant. One quart. Label.
Appl. author: Roland L. Baum.
© 2Jan53; KK92595.

THAL (T. E.) INC., d.b.a. THALCO.
SEE Thalco.

THALCO.
The original Thalco fiber glass pro-
cess for your boat. Easy instruc-
tions for use with Chem-Set famous
cold-cure catalyst. Folder.
Appl. author: Elliot V. Bogert.
© T. E. Thal, inc., d.b.a. Thalco;
24Feb54; KK95243.

The original Thalco fiber glass pro-
cess for your boat. Easy instruc-
tions for use with Garalyst famous
sun-cure catalyst. Folder.
Appl. author: Elliot V. Bogert.
© T. E. Thal, inc., d.b.a. Thalco;
24Feb54; KK95244.

THEOFILOS, JOHN P. ©

These short directions and illustrations show how to make a large number of ornaments and playthings ... Sheet. © 8May54; KK96582.

THOMA, EDWIN L. ©

5 way make-your-own coffee fashion. Contents instant coffee, cream, sugar. Label. © 1Dec53; KK92714.

THOMAS'. ©

What can you do to try to prevent baldness? (Hair treatment) (In Chicago daily news, v. 79, no. 56, p. 29) Appl. author: Charles Robert Swinehart. © 8Mar54; KK94300.

THOMAS (S. B.) INC. ©

Coffee cake without baking. Thomas' English muffins. (In Daily news, New York, Mar. 18, 1954, p. 64) Appl. author: Robert W. Orr & Associates, inc. © 18Mar54; KK95216.

50 % more protein value in new Thomas' White Loaf [bread] (In Daily news, New York, May 20, 1954, p. 64) Appl. author: Robert W. Orr & Associates, inc. © 20May54; KK96894.

Hear ye, hear ye, new Thomas' White Loaf comes to town. Early this morning ... (Bread) (In Daily news, New York, Feb. 15, 1954, p. 21) Appl. author: Robert W. Orr & Associates, inc. © 15Feb54; KK95220.

Hear ye, hear ye, new Thomas' White Loaf comes to town. Recently, a white-coach-and-four ... (Bread) (In New York world-telegram and sun, Feb. 25, 1954, p. 14) Appl. author: Robert W. Orr & Associates, inc. © 25Feb54; KK95218.

Hot'n hearty, ready in 8 minutes. Thomas' English muffins. (In Daily news, New York, Feb. 25, 1954, p. 61) Appl. author: Robert W. Orr & Associates, inc. © 25Feb54 (in notice: 1951); KK95217.

Italian dinner ready for the oven in 4 minutes. Thomas' English muffins. (In Daily news, New York, Jan. 14, 1954, p. 46) Appl. author: Robert W. Orr & Associates, inc. © 14Jan54; KK95214.

Keep your middle age young. Thomas' protein bread. (In Daily news, New York, May 28, 1954, p. 41) Appl. author: Robert W. Orr & Associates, inc. © 28May54; KK96893.

Luscious lunch in minutes. Thomas' English muffins. (In New Haven evening register, Jan. 21, 1954, p. 20) Appl. author: Robert W. Orr & Associates, inc. © 21Jan54; KK95219.

New Thomas' White Loaf comes to town. (Bread) (In Daily news, New York, Feb. 18, 1954, p. 54) Appl. author: Robert W. Orr & Associates, inc. © 18Feb54; KK95213.

Surprise supper saves you money. Thomas' English muffins. (In Daily news, New York, Mar. 4, 1954, p. 52) Appl. author: Robert W. Orr & Associates, inc. © 4Mar54; KK95215.

THOMAS INDUSTRIES, INC. MOE LIGHT DIVISION. SEE Moe Light, inc.**THOMPSON, JEAN BARTELMÉ, a.k.a. J. B. THOMPSON. SEE Thompson, J. B.****THOMPSON GRINDER COMPANY. ©**

Thompson type B 8" x 24" hydraulic surface grinder. Catalog B53. Pamphlet. Appl. author: Emerson Hadley Mook. © 31Dec53; KK93566.

Thompson type C 12" x 48" hydraulic surface grinder. Catalog C53.

Pamphlet. Appl. author: Emerson Hadley Mook. © 31Dec53; KK93567.

Thompson type F 6" x 10" x 18" tool room grinder. Catalog F53. Folder. Appl. author: Emerson Hadley Mook. © 31Dec53; KK93568.

THOMPSON PRODUCTS, INC. ©

The barnstormers. They were the pioneer salesmen of powered flight, an adventurous and robust breed. (Aircraft parts) 1954 15-sheet calendar. Appl. author: Edwards & Deutsch Lithograph Co. © 4Jan54; KK92774.

THOR CORPORATION. ©

Discover how easily you can own the [electric] range that's keyed to your kitchen colors. (In Sunset, Feb. 1954, p. 126) Appl. author: Henri, Hurst & McDonald, inc. © 25Jan54; KK93685.

Discover how easily you can own the electric range that's keyed to your kitchen colors. (Two female figures in lower left corner) (In Better homes & gardens, Mar. 1954, p. 151) Appl. author: Henri, Hurst & McDonald, inc. © 24Feb54; KK94111.

For color selections that compliment your kitchen. Thor built-in electric range. (In Small homes guide, summer-fall 1954, p. 185) Appl. author: Henri, Hurst & McDonald, inc. © 15Apr54; KK97248.

For maximum convenience plus color selection. Thor built-in electric range. (In House beautiful, Apr. 1954, p. 32) Appl. author: Henri, Hurst & McDonald, inc. © 19Mar54; KK95389.

For maximum convenience plus color selection. Thor built-in electric range. (List of dealers incl.) (In Sunset, Apr. 1954, p. 171) Appl. author: Henri, Hurst & McDonald, inc. © 25Mar54; KK95580.

Thor, America's finest automatic washer and dryer. (In Sunset, May 1954, p. 247) Appl. author: Henri, Hurst & McDonald, inc. © 25Apr54; KK96451.

THORNBURG, WAYNE, d.b.a. WAYNE THORNBURG RANCHES. SEE Thornburg (Wayne) Ranches.**THORNBURG (WAYNE) RANCHES.**

Lucky Deal brand Arizona girdled cardinal grapes. Net weight 26 lbs. Label. Appl. author: Rudolph Schmidt. © Wayne Thornburg, d.b.a. Wayne Thornburg Ranches; 9Jun54; KK97172.

Sun King brand Arizona girdled cardinal grapes. Net weight 26 lbs. Label. Appl. author: Rudolph Schmidt. © Wayne Thornburg, d.b.a. Wayne Thornburg Ranches; 9Jun54; KK97173.

THRIFTMATIC CORPORATION. ©

New, beautiful as well as practical. You'll want to own a Stamkit printer. Folder. © 30Apr54; KK96697.

TICONIUM. ©

Collect. Collection chart; how to increase collections. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Mar54; KK95002.

Good dentistry is the least expensive aid to your appearance. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Apr54; KK96008.

A perfect marriage. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Jun54; KK97224.

7 ages of woman (revised) (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4May54; KK96616.

What's new in dental prosthetics? (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Jan54; KK93458.

Will you be our valentine? (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Feb54; KK94065.

You mean Ticonium can be soldered? (Dental alloy) Folder. Appl. author: Alfred J. Griffin. © 4Dec53; KK92614.

TIFFANY STAND COMPANY. ©

Important, new model and pricing information. (Office machine stands) Folder. Appl. author: Padco Advertising Co. © 15May54; KK96752.

TIME, INC. ©

A Christmas pilgrimage to four great churches. Life [magazine] (In the New York times, Dec. 23, 1953, p. 42M) Appl. author: Young & Rubicam, inc. © 23Dec53; KK94455.

Russia, undisguised. Life [magazine] (In the New York times, Feb. 4, 1954, p. 12) Appl. author: Young & Rubicam, inc. © 4Feb54; KK94943.

A way to get action on better school before your kids are middle-aged. Life [magazine] (In the New York times, Jan. 28, 1954, p. 17) Appl. author: Young & Rubicam, inc. © 28Jan54; KK94942.

Will 1954 be the year of victory over polio? Life [magazine] (In the New York times, Feb. 18, 1954, p. 20) Appl. author: Young & Rubicam, inc. © 18Feb54; KK94944.

TIME-SAVING SPECIALTIES. ©

Self-filling Free-Flo India ink marking pen. Sheet. Appl. author: C. H. Chadbourn. © 29Dec53; KK93217.

TIMKEN ROLLER BEARING COMPANY. ©

Keeping America on the go with Timken tapered roller bearings. How the railroads are improving our most envied, but least secret weapon. (In Business week, Feb. 13, 1954, p. 75) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Feb54; KK94532.

Keeping America on the go with Timken tapered roller bearings. The wonderful machine that can put us all in clover. (In Business week, Jan. 2, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 2Jan54; KK93004.

Keeping America on the go with Timken tapered roller bearings. What this empire builder did for people, the railroads are now doing for freight. (In the Saturday evening post, Apr. 24, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 24Apr54; KK97025.

Keeping America on the go with Timken tapered roller bearings. Why the man behind the plow is now ahead of it. (In Business week, Feb. 27, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 27Feb54; KK95094.

Keeping America on the go with Timken tapered roller bearings. You're bound to be the winner in this contest, you're the judge. (In Business week, May 22, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 22May54; KK97024.

TIMKEN ROLLER BEARING COMPANY.
Cont'd.

Only Timken [tapered roller] bearings roll so true, have such quality thru-and-thru. (In the Saturday evening post, Mar. 27, 1954, p. 78-79) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 27Mar54; KK95093.

Power companies can relax because this steel won't. (Fine alloy steel & seamless tubing) (In Business week, Jan. 9, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9Jan54; KK94531.

Steel that keeps a lift truck from letting down. (Fine alloy steel & seamless tubing) (In Business week, Apr. 10, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Apr54; KK97165.

Steel that keeps a 105's cost and barrel both in line ... Timken fine alloy steel ... (In Business week, Jan. 30, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Jan54; KK95927.

Steel that loggers trust with their lives. (Fine alloy steel & seamless tubing) (In Newsweek, May 10, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10May54; KK97023.

Steel that makes you a better golfer than you think you are. (Fine alloy steel & seamless tubes) (In Business week, Mar. 13, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 13Mar54; KK95092.

TIRES, INC. ©

Tires, inc. sells only America's leading brands. Tire sale at huge discounts. (In Daily mirror, New York, Mar. 25, 1954, p. 37) © 25Mar54; KK96577.

Tires, inc. sells only America's leading brands. Tires at dealer prices. (In Sunday mirror, New York, Mar. 21, 1954, p. 59) © 21Mar54; KK96578.

TOASTMASTER PRODUCTS DIVISION, MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company.

TODD, FRANK PAYSON, NEW ENGLAND COUNSELLOR. © Performance as predicted by the Todd theory. (Investment counselling) © 9Feb54; KK93898.

The Todd theory of market measurement and price projection says ... (Investment counselling) © 9Feb54; KK93899.

TOMPKINS' LABEL SERVICE. ©

Informative self-service labels tell & sell your product. Folder. Appl. author: Ernest William Friday. © 28Sep53; KK93791.

Your packaging guide to effective, sales-building, economical self-service labels. Sheet. Appl. author: Ernest William Friday. © 12Jun53; KK93790.

TOMPSON, J. B.

Jean Bartelme designs for maternity. (Clothing) Label. © Jean Bartelme Thompson, a.k.a. J. B. Thompson; 19Nov53; KK94328.

TONI COMPANY, a Division of the GILLETTE COMPANY. SEE Gillette Company.

TONY'S HOME MADE SPAGHETTI, INC. ©

Tony's home made real Italian spaghetti, in sauce Romano with ground beef. Label. Appl. author: Robert L. Rainey. © 15May54; KK97081.

TOP-POP PRODUCTS COMPANY. ©

E-Z Pop hot fresh popcorn in a jiffy. Makes almost one gallon. Label. © 19Feb54; KK94142.

Topsy and Popsy say: Read this first. If you've already had a package of E-Z Pop ... (Pop corn) Folder. © 19Feb54; KK94141.

TOWLE MANUFACTURING COMPANY. ©

Introducing a romantic modern in sterling. Rose Solitaire. (Tableware) (In Vogue, Apr. 15, 1954, p. 4) © 15Apr54; KK95317.

TRANSOGRAM COMPANY, INC. ©

Bingo-matic makes playing Bingo exciting. (Game) Label. Appl. author: Robert Fisher. © 3Feb54; KK97702.

Transogram Weaving Loom, with bright colored Jersey loops. (Game) Label. Appl. author: Robert Fisher. © 3Feb54; KK97703.

Transogram Word-Fun, the new criss-cross word game for the entire family. Label. Appl. author: Robert Fisher. © 3Feb54; KK97701.

TRAVER CORPORATION. ©

Fresh apples. Net wt. 5 lbs. Label. © 30Mar54; KK95876.

Fresh oranges. Net wt. 5 lbs. Label. © 30Mar54; KK95875.

TREBOR KNIT MILLS, INC. ©

Trebor knit 2 way stretch. (Children's panties or briefs) Label. Appl. author: Joseph S. Shaw. © 7May54; KK97147.

TREIDLER, ADOLPH.

New patterns in American living. SEE General Electric Company.

TREMCO MANUFACTURING COMPANY. ©

Building maintenance for schools and institutions. 8 p. Appl. author: J. S. Sloan. © 30Dec53; KK94053.

Complete sash maintenance. 16 p. Appl. author: J. S. Sloan. © 14Dec53; KK94056.

Floors and floor problems. 24 p. Appl. author: J. S. Sloan. © 23Dec52; KK94055.

Solving roof problems. 32 p. Appl. author: J. S. Sloan. © 29Dec52; KK94054.

Your future in a sales career with Tremco. Products and methods for building maintenance. Pamphlet. Appl. author: J. S. Sloan. © 15Jun53; KK94057.

TRENT, ROY T., AND VANCE L. TRENT, forming the copartnership MICRO-NUT COMPANY. SEE Micro-Nut Company.

TRENT, VANCE L., AND ROY T. TRENT, forming the copartnership MICRO-NUT COMPANY. SEE Micro-Nut Company.

TRENTON MILLING COMPANY. ©

Trenton devil's food cake mix. Net wt. 1 lb. 3 oz. Label. © 18Dec53; KK94690.

Trenton spice cake mix. Net wt. 1 lb. 3 oz. Label. © 18Dec53; KK94692.

Trenton white cake mix. Net wt. 1 lb. 3 oz. Label. © 18Dec53; KK94689.

Trenton yellow cake mix. Net wt. 1 lb. 3 oz. Label. © 18Dec53; KK94691.

TREO PRODUCTS COMPANY.

Nylergent, the par excellent nylon [soap] detergent. Label. © Emmett Powers, d.b.a. Treo Products Co.; 6Jan54; KK96734.

TRIFARI, KRUSSMAN AND FISHEL, INC. ©

We fooled him, with simulated pearls by Trifari. cThief in auto pointing gun. (In the New Yorker, May 1, 1954, p. 108) Appl. author: Abbott Kimball Co., inc. © 28Apr54; KK97565.

We fooled him, with simulated pearls by Trifari. [Thief kneeling, taking pearls from safe] (In the New Yorker, Apr. 24, 1954, p. 136) Appl. author: Abbott Kimball Co., inc. © 22Apr54; KK96223.

We fooled him, with simulated pearls by Trifari. cThief on horse pointing gun. (In the New Yorker, Apr. 10, 1954, p. 88) Appl. author: Abbott Kimball Co., inc. © 8Apr54; KK96222.

We fooled him, with simulated pearls by Trifari. [Thief running away with pearls, bag in right hand] (In the New Yorker, May 8, 1954, p. 122) Appl. author: Abbott Kimball Co., inc. © 6May54; KK97566.

We fooled him, with simulated pearls by Trifari. [Thief standing, taking pearls from safe; picture on wall] (In the New Yorker, Apr. 17, 1954, p. 104) Appl. author: Abbott Kimball Co., inc. © 15Apr54; KK96221.

We fooled him, with simulated pearls by Trifari. [Thief with pearls across right shoulder] (In the New Yorker, Apr. 3, 1954, p. 74) Appl. author: Abbott Kimball Co., inc. © 1Apr54; KK96220.

TRIM-A-SEAL. ©

Our home is a palace, since we've installed these sensational new Tru-Lite translucent fiberglass awnings & canopies. (In Chicago sun-times, Mar. 23, 1954, p. 12) © 23Mar54; KK94659.

TRIMEDGE, INC. ©

The new 1954 Trimedge price-list is the biggest sensation of the year. Trimedge aluminum extrusions. (In Floor covering profits, Feb. 1954, p. 38-39) © 1Feb54; KK97713.

Trimedge research pays off with Bonz-itt sink frames of aluminum or stainless steel. 4-way satisfaction. (In Flooring, July 1953, p. 13) Appl. author: Brindley Roth, inc. © 1Jul53; KK95027.

TROPIC-AIRE, INC., subsidiary of MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company.

TROPICAL PAINT AND OIL COMPANY. ©

Dairy Industry survey and recommendations, for using Tropical heavy duty maintenance paints. 15 p. Appl. author: L. L. Miller. © 26Apr54; KK96215.

Rubber base Cementkote for swimming and wading pools. Sheet. Appl. author: L. L. Miller. © 30Apr54; KK96214.

Rustikote, the coating for rusted metal, resists the spread of rust. Folder. Appl. author: E. J. Sirmay. © 1Feb54; KK93555.

TROY SAVINGS BANK. ©

This little fellow does a double job. He's Pete Progress ... (In American banker) © 10Mar54; KK94342.

TRUCK ACCESSORIES COMPANY. ©

Tacco Step, the no-break truck stair. Folder. Appl. author: Wendell Lawson Jones. © 15Oct53; KK97232.

TRUCKSTELL MANUFACTURING COMPANY. ©

Truckstell tractograph. (Truck axles) Appl. author: Raymond Page. © 25Jan54; KK93161.

TRUE TEMPER CORPORATION. ©
Fact folder on the free True Temper tool-up time [sales-maker] kit. Appl. author: John Farr Davis. © 17Nov53; KK92654.
Here's your True Temper tool-up time sales maker kit. (Fishing tackle, garden & farm tools) Shipping carton. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93332.
How to use your new 1954 True Temper tool-up time sales-maker kit. (Fishing tackle, garden & farm tools) 6 p. Appl. author: John Farr Davis. © 22Dec53; KK93328.
It's here, your free tool-up time kit. (Fishing tackle, garden & farm tools) (In Hardware retailer, Jan. 1954, p. 60-61) Appl. author: John Farr Davis. © 5Jan54; KK93329.
It's tool-up time. Featuring True Temper garden tools. Banner. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93327.
It's tool-up time. See our complete line of True Temper tools for lawn and garden. Folder. Appl. author: John F. Davis. © True Temper Corp., a.k.a. True Temper; 15Dec53; KK93314.
It's tool-up time. True Temper Dynalite shovel. Banner. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93321.
It's tool-up time. True Temper Dynamic grass shears. Banner. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93326.
It's tool-up time. True Temper Dynamic hedge shears. Banner. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93325.
It's tool-up time. True Temper Dynamic lawn rake. Banner. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93319.
It's tool-up time. True Temper ladies light weight garden tool set. Banner. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93320.
It's tool-up time. True Temper rake, fork, hoe. Banner. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93323.
It's tool-up time. True Temper small hand tools. Banner. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93324.
It's tool-up time. True Temper tools for every garden need. Banner. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93322.
It's tool-up time for lawn and garden. (In Sunset, Feb. 1954, p. 151) Appl. author: John Farr Davis. © 25Jan54; KK95195.
A tip for tool-up time. Good tools are your best investment. Sticker. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93315.
A tip for tool-up time. New tools make gardening easier. Sticker. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93316.

A tip for tool-up time. Now's the time to replace worn tools. Sticker. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93317.
A tip for tool-up time. Save time with good new tools. Sticker. Appl. author: John Farr Davis. © True Temper Corp., a.k.a. True Temper; 22Dec53; KK93318.
TULLY, JAMES ROBERT, d.b.a. WOOD PRESERVA PRODUCTS. SEE Wood Preserva Products.
TUPPER, CATHERINE COAKLEY, d.b.a. CHIPPO ENVELOPE COMPANY. SEE Chippo Envelope Company.
TURBINE EQUIPMENT COMPANY.
Basic facts about the Hynes tubular electric heater. Bulletin 202. Folder. Appl. author: Edgar Fabian Cohen. © Turbine Equipment Co., Hynes Electric Heating Div.; 19Feb54; KK94004.

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ULICK, JOSEPH C., d.b.a. MAISON ROCHEZ. SEE Maison Rochez.
ULMER PHARMACAL COMPANY. ©
Lobana hospital lotion. 8 ounce size. [Photograph of screened bottle] Label. Appl. author: Robert W. Bostrom. © 14Apr54; KK96588.
Lobana hospital lotion. One gallon. Label. Appl. author: Robert W. Bostrom. © 20Apr54; KK95543.
Prenatal leg cramps? Ulvical (Ulmer) (Pharmaceutical) Card. Appl. author: Richard J. Cunningham. © 1Mar54; KK95459.

ULRICH PRODUCTS CORPORATION. ©
Lower your investment, make more profit with the Domor elevating grader. Folder. Appl. author: Ross Advertising. © 19Mar54; KK95299.
Ulrich Domor loaders, for the caterpillar D4 tractor with 60" gauge oscillating tracks. Folder. Appl. author: Ross Advertising. © 3May54; KK96330.
UNIFLOW MANUFACTURING COMPANY. ©
The automatic Kwik-Server, by Kold-Draft. Model no. IM36. (Bottle cooler) Sheet. Appl. author: Thomas Anthony Martin. © 1Feb54; KK94767.
The completely new Klub models, by Kold-Draft. (Electric beer dispenser) Folder. Appl. author: Thomas Anthony Martin. © 2Jan54; KK94769.
Completely new Pebbletone beverage coolers, by Kold-Draft. Model no. PT-27. Folder. Appl. author: Thomas Anthony Martin. © 2Jan54; KK94770.
The completely new Uni-Bar, by Kold-Draft. [Model] no. 2DP. (Electric beer dispenser) Folder. Appl. author: Thomas Anthony Martin. © 2Jan54; KK94771.
A new aluminum pre-cooler, by Kold-Draft; model J-4A. Sheet. Appl. author: Thomas Anthony Martin. © 1Feb54; KK94768.

UNION SPECIAL MACHINE COMPANY. ©
Better, faster, lower cost production in the men's clothing industry. The new 61400 lockstitch [sewing machine] Bulletin no. 258A. Folder. Appl. author: Arthur James Feigel. © 15Jan54; KK93686.

UNION SPECIAL MACHINE COMPANY. ©
Better, faster, lower cost production in the work clothing industry. The new 61400 lockstitch [sewing machine] Bulletin no. 258B. Folder. Appl. author: Arthur James Feigel. © 22Feb54; KK94218.
Better, faster, lower cost production of shirts, shorts and pajamas. The new 61400 lockstitch [sewing machine] Bulletin no. 258C. Folder. Appl. author: Arthur James Feigel. © 22Feb54; KK94219.
Here's how to close small paper bags. Style 60000 D [sewing machine] Bulletin [no.] 100. Folder. Appl. author: Arthur James Feigel. © 10Jan54; KK93687.
Union Special class 61400 single needle lockstitch machine, for plain sewing operations. Sheet. Appl. author: Arthur James Feigel. © 12Mar54; KK94392.
Union Special for better, faster, more economical production of men's and boys' woven shorts and pajamas. Bulletin 252. (Sewing machines) Folder. Appl. author: Arthur James Feigel. © 8Mar54; KK94391.
Union Special single needle [sewing] machines for seaming trousers, coats, and similar garments. Style 51200 BG, style 51300 BG. Sheet. Appl. author: Arthur James Feigel. © 14May54; KK96597.
Union Special style 51400 BP, style 51400 BT, style 51400 BW [sewing machines] Sheet. Appl. author: Arthur James Feigel. © 20May54; KK96864.
Union Special style 52900 BH [sewing machine] Sheet. Appl. author: Arthur James Feigel. © 20May54; KK96863.
UNIQUE BALANCE COMPANY, INC. ©
Instructions for installing single installation sets with adjustable stabilizer. Sheet. © 16Apr54; KK95924.
UNISTRUT PRODUCTS COMPANY. ©
The first and only fully adjustable cinemascope, curved and wide screen frame, built of versatile Unistrut steel framing. Bulletin SF-1. Folder. Appl. author: Edwin A Nickel. © 4Jan54; KK93637.
New low-cost Unistrut concrete Spot Insert. Model no. P-3245. Bulletin no. SI-1. (All purpose metal framing) Sheet. Appl. author: Edwin A. Nickel. © 1Mar54; KK94566.
UNITED CHEMICALS, INC. ©
Fix-All tape, the thinnest, strongest tape in the world. 25¢. [Display card] Label. Appl. author: Walter A. Connolly. © 20Apr54; KK96510.
UNITED FEATURE SYNDICATE, INC. ©
Li'l Abner, by Al Capp [pseud. of Alfred G. Caplin] Halp, pretty-boy McGoon is usin' me fo' t-tar-get practice. Cream of Wheat. (Cereal) (In Farm journal, Mar. 1954, p. 143) © 15Feb54; KK94491.
Li'l Abner, by Al Capp [pseud. of Alfred G. Caplin] Sob, yore son refoozes t'come outa th' holler log. Cream of Wheat. (Cereal) (In Look, June 1, 1954, p. 59) © 18May54; KK96934.

UNITED PIECE DYE WORKS. ©

Stop wilting, fading, wrinkling, shrinkage, go Unidye. Label. Appl. author: Adeline A. Dembeck. © 18Jan54; KK92930.

Stop wilting, fading, wrinkling, shrinkage, go Unifast. Label. Appl. author: Adeline A. Dembeck. © 18Jan54; KK92931.

UNITED PRINT SHOP. ©

Fur storage plus ... Storage folder no. 54. © William Friedman, d.b.a. United Print Shop; 1Mar54; KK94963.

UNITED PUBLIC MARKETS, INC. ©

Bonnie Belle coupon. (Grocery products) Label. Appl. author: Samuel Shore. © 1Jan54; KK94623.

UNITED PURE FOOD COMPANY. ©

Le Dandy fancy sardines in pure olive oil. Net weight 3 3/4 oz. Label. © 17Sep53; KK93589.

UNITED STATES BREWERS FOUNDATION. ©

From where I sit, by Joe Marsh. (In Wayne County herald-eagle, Clyde, N. Y.) Appl. author: J. Walter Thompson Co. Bad case of the Ztutters. © 2Jul53; KK96367. A case of mistaken identity. © 10Dec53; KK96364. Cream whips Main Street traffic. © 17Sep53; KK96359. Easy does it, again. © 8Apr54; KK97350. Handy and Easy sign up. © 25Feb54; KK97347. Harvesting a better America. © 13Jul53; KK96357. Heard about the electric weather predictor? © 18Jun53; KK96366. An honest night's sleep. © 16Jul53; KK96354. It's fine to be fooled, sometimes. © 30Jul53; KK96358. It's the principal of the thing. © 29Oct53; KK96361. A little headwork saves a lot of footwork. © 4Jun53; KK96356. The missus keeps posted. © 26Nov53; KK96362. Modern art takes a licking. © 15Oct53; KK96360. Open even when he's closed. © 21Jan54; KK97346. PTA gets stung by a bee. © 21May53; KK96355. Sheriff's push pulls a vote. © 12Nov53; KK96363. So they stopped baiting each other. © 22Apr54; KK97351. Steve tips the balance. © 11Mar54; KK97348. Wish I'd said that. © 11Feb54; KK97352. You might call it a gravy train. © 25Mar54; KK97349.

U. S. GREETING CARD HOUSES, INC. ©

Indisputable facts concerning greeting card houses. Sheet. © 14Jan54; KK92796.

UNITED STATES GYPSUM COMPANY. ©

The Business of farming. Handyman plan. (Building materials) Folder. Drive-in grain bin. No. BF342. © 15Mar54; KK96165. Handy home for the farm. No. 7. © 24Sep53; KK93661. Sturdy hog house. No. 8. © 2Nov53; KK93664. How to, handyman plan, interior remodeling. Supplementing Popular home and the Business of farming magazines. (Building materials) Folder. © 13Jan54; KK96166.

Popular home photo plan. (Building materials) Folder.

House of 3-level luxury. No. 7. © 12Oct53; KK93663.

Triple-treat house. No. 8. © 11Nov53; KK93662.

Popular home, the Business of farming. Handyman plan. (Building materials) Folder. Outdoor storage. No. PUB342. © 23Feb54; KK96167.

Shop guide, a finger-tip digest for the home craftsman. (Building materials) Pamphlet. © 1Mar54; KK96168.

UNITED STATES RUBBER COMPANY. ©

Uspun and the tufting arts, bring the velvet touch to washables for living. (Yarns) (In House & garden, Sept. 1953, p. 34) Appl. author: Fletcher D. Richards, inc. © 23Aug53; KK92365.

UNITED STATES STEEL CORPORATION.

Diesel test engine. (Lubricants) Sheet. © National Tube Div., United States Steel Co.; 18Dec53; KK93002.

Extreme pressure grease. Requirement no. 350. Sheet. © National Tube Div., United States Steel Corp.; 11Jan54 (in notice: 1953); KK94196.

Flash point, by the Pensky-Martens closed cup tester. (Lubricants) Sheet. © National Tube Division, United States Steel Corp.; 10Jun54; KK97377.

Steam emulsion test. (Lubricants) Sheet. © National Tube Div., United States Steel Corp.; 11Jan54; KK94197.

UNIVERSITY PRESS, d.b.a. UNIVERSITY PRESS OF CAMBRIDGE, INC. SEE University Press of Cambridge, inc.

UNIVERSITY PRESS OF CAMBRIDGE, INC. Little League shoes for boys. Label. © University Press, d.b.a. University Press of Cambridge, inc.; 12Mar54; KK95478.

UPJOHN COMPANY. ©

In peptic ulcer, more hours of acid control for a full night's sleep. Pamline. (Pharmaceuticals) Folder. © 14Jun54; KK97458.

Medicine, produced with care, designed for health. Controls, in the pharmaceutical industry ... (Pharmaceuticals) (In Time, May 17, 1954) © 13May54; KK96643.

Medicine, produced with care, designed for health. Research, the open, inquisitive and trained minds ... (Pharmaceuticals) (In Time, Apr. 26, 1954) © 22Apr54; KK95850.

Newborn nursery. Kaopectate with Neomycin. (Pharmaceuticals) Folder. © 1Jun54; KK97286.

Production, the discovery of a promising new drug ... Medicine, produced with care, designed for health. (Pharmaceuticals) (In Time, June 14, 1954) © 10Jun54; KK97457.

Ready for bowel surgery in 24 hours. Mycifradin sulfate tablets. (Pharmaceuticals) Folder. © 29Mar54; KK95446.

UPSON COMPANY. ©

Get tremendous bracing strength, save 4 ways, with Upson all weather sheathing. (In American builder, Mar. 1954, p. 161) Appl. author: Zimmer, Keller & Calvert, inc. © 1Mar54; KK94620.

UTICA BREWING COMPANY. ©

Thousands in area cheer sensational beer offer. Fort Schuyler lager beer. (In Fort Schuyler gazette news, May 1954) Appl. author: Abbott Kimball Co., inc. © 17May54; KK96730.

V

VACATION-ETTE, INC. ©

Save for a free vacation. (General merchandise) Certificate. © 24Dec53; KK93974.

VAIL NURSERIES, INC. ©

The gateway to your garden. (Nursery stock advertising) Sheet. Appl. author: Carrie B. Vail. © 15Jan54; KK93490.

VAN CAMP SEA FOOD COMPANY, INC.

Chicken of the Sea oyster stew. Contents 8 oz. av. Label. Appl. author: Wesley Dye. © Chicken of the Sea, inc., a wholly owned subsidiary of Van Camp Sea Food Co., inc.; 15Feb54; KK97252.

Chicken of the Sea tuna pie; fresh frozen. 8 ounces net wt. Label. Appl. author: Wesley Dye. © Chicken of the Sea, inc., a wholly owned subsidiary of Van Camp Sea Food Co., inc.; 15Feb54; KK97253.

Chicken of the Sea whole fresh opened oysters. Contents 7 3/4 oz. av. Label. Appl. author: Wesley Dye. © Chicken of the Sea, inc., a wholly owned subsidiary of Van Camp Sea Food Co., inc.; 15Feb54; KK97251.

VANITY FAIR MILLS, INC. ©

Figurine, only by Vanity Fair. A figurine collection in ballet tempo all lightness and grace. (Lingerie) (In Harper's bazaar, Apr. 1954, p. 28-29) Appl. author: Abbott Kimball Co., inc. © 1Apr54; KK96228.

Only by Vanity Fair. A gracious negligee in sheer nylon tricot ... (In Christian science monitor, Mar. 27, 1954, p. 4) Appl. author: Abbott Kimball Co., inc. © 27Mar54; KK96227.

Only by Vanity Fair. A winsome nightdress as romantic as a valentine. (In Vogue, Feb. 1, 1954, p. 69) Appl. author: Abbott Kimball Co., inc. © 1Feb54; KK94278.

Only by Vanity Fair. Admirable dressing gown of taffette ... (In the New Yorker, Mar. 13, 1954, p. 81) Appl. author: Abbott Kimball Co., inc. © 11Feb54; KK95436.

Only by Vanity Fair. Beruffled bed-jacket and nightdress as romantic as pretty valentines. (In the New Yorker, Feb. 6, 1954, p. 75) Appl. author: Abbott Kimball Co., inc. © 4Feb54; KK94282.

Only by Vanity Fair. Exotic two-piece at-home costume ... The Leopardard. (Lingerie) (In Vogue, Jan. 1954, p. 10) Appl. author: Abbott Kimball Co., inc. © 1Jan54; KK94279.

Only by Vanity Fair. For summertime, this wonderful slip is interpreted in their new snowy white no-show-thru nylon tricot ... (In Christian science monitor, May 15, 1954, p. 3) Appl. author: Abbott Kimball Co., inc. © 15May54; KK97571.

Only by Vanity Fair. From a collection of dainty and festive pettiskirts ... (In the New Yorker,

May 15, 1954, p. 15) Appl. author: Abbott Kimball Co., inc. © 13May54; KK97569.

Only by Vanity Fair. Introducing new slip no. 3-8-35 ... (In Harper's bazaar, Feb. 1954, p. 26) Appl. author: Abbott Kimball Co., inc. © 1Feb54; KK94276.

Only by Vanity Fair. New classic pajama with companion robe in cool, quick drying beautiful nylon tricot. (In Charm, May 1954, p. 12) Appl. author: Abbott Kimball Co., inc. © 22Apr54; KK97567.

Only by Vanity Fair. Pajamas crisp with ruffles, gay with contrasting whipping. (In Mademoiselle, Apr. 1954, p. 14) Appl. author: Abbott Kimball Co., inc. © 27Mar54; KK96229.

Only by Vanity Fair. Pettiskirts, slim like a sheath ... (In Glamour, Mar. 1954, p. 2) Appl. author: Abbott Kimball Co., inc. © 22Feb54; KK95435.

Only by Vanity Fair. Such a night-dress. cWoman reclining (In Town & country, Feb. 1954, p. 14-15) Appl. author: Abbott Kimball Co., inc. © 31Jan54; KK94281.

Only by Vanity Fair. Such a night-dress. cWoman standing (In Christian science monitor, Feb. 6, 1954, p. 3) Appl. author: Abbott Kimball Co., inc. © 6Feb54; KK94275.

Only by Vanity Fair. The demi-tasse length is the fashion news ... (Lingerie) (In Harper's bazaar, Dec. 1953, p. 6) Appl. author: Abbott Kimball Co., inc. © 1Dec53; KK96225.

Only by Vanity Fair. The exciting beauty of Vanity Fair's celebrated permanent pleats ... c1 figure at right, 2 at left (Lingerie) (In Vogue, Mar. 1, 1954, p. 46-47) Appl. author: Abbott Kimball Co., inc. © 1Mar54; KK95438.

Only by Vanity Fair. The exciting beauty of Vanity Fair's celebrated permanent pleats ... c2 figures at left, 1 at right (Lingerie) (In Town & country, Apr. 1954, p. 42b-42c) Appl. author: Abbott Kimball Co., inc. © 31Mar54; KK96231.

Only by Vanity Fair. The exquisite lingerie that emphasizes your own special loveliness. (In Mademoiselle, Nov. 1953, p. 50) Appl. author: Abbott Kimball Co., inc. © 29Oct53; KK94277.

Only by Vanity Fair. The gift that is certain to please. (Lingerie) (In Christian science monitor, Dec. 7, 1953, p. 3) Appl. author: Abbott Kimball Co., inc. © 7Dec53; KK92706.

Only by Vanity Fair. The new zebra print bold and beautiful ... (Lingerie) (In the New Yorker, Apr. 24, 1954, p. 18) Appl. author: Abbott Kimball Co., inc. © 22Apr54; KK96230.

Only by Vanity Fair. The slip sensation of '54 ... (In Mademoiselle, Mar. 1954, p. 6) Appl. author: Abbott Kimball Co., inc. © 27Feb54; KK95437.

Only by Vanity Fair. The summer essential, a non-transparent slip. (In Glamour, May 1954, p. 68) Appl. author: Abbott Kimball Co., inc. © 22Apr54; KK97568.

Only by Vanity Fair. This added version of the best known, best loved slip ... (In Vogue, May 1, 1954, p. 18) Appl. author: Abbott Kimball Co., inc. © 1May54; KK97570.

Only by Vanity Fair. This charming nightdress to make the wearer feel pretty and poised ... (In Vogue, Dec. 1953, p. 40) Appl. author: Abbott Kimball Co., inc. © 1Dec53; KK94280.

Only by Vanity Fair. Winsome night-dress, pretty pettiskirt as romantic as valentines. (In Charm, Feb. 1954, p. 14-15) Appl. author: Abbott Kimball Co., inc. © 22Jan54; KK94274.

Only by Vanity Fair. Young bridal ensemble ... (Lingerie) (In Modern bride, spring 1954, p. 127) Appl. author: Abbott Kimball Co., inc. © 8Jan54; KK95347.

Only by Vanity Fair. Your heart's desire in bridal lingerie ... (In Bride's magazine, summer 1954, p. 54-55) Appl. author: Abbott Kimball Co., inc. © 15Apr54; KK96226.

VAN LEEUWEN, LEONARD. ©
Movie time is refreshment time.
Soft drinks, ice cream. Poster.
© 1May54; KK97188.

VARICK PHARMACAL COMPANY, INC., DIVISION, E. FOUGERA AND COMPANY, INC.
SEE Fougere (E.) and Company, inc.

VEGH, STEVEN, JR. ©
Let's not monkey around, at least not with prices. (Introduction of ethics & prices) Sheet.
© 11Jun54; KK97537.

VERMICULITE INSTITUTE. ©
Vermiculite loose-fill building insulation. 7 p. © 26Apr54; KK96516.

Versatile Vermiculite in modern industry. 15 p. © 26Apr54; KK96515.

VERMONT MACHINE. ©
For that safety ride, install the original Allen coil spring booster. Sheet. Appl. author: Allen W. Blythe. © 5Nov53; KK95372.

Remove universal joints the easy way, with the Allen universal joint tool stop. Sheet. Appl. author: Allen W. Blythe. © 22Jan54; KK93231.

VERMONT STRUCTURAL SLATE COMPANY, INC. ©
Vermont Slate natural colors, permanent, decorative. (In Sweet's file, architectural, 1954, p. 12f) © 9Mar54; KK94357.

VIBRO MANUFACTURING COMPANY. ©
Beryllium-Copper ... is the right material for a thousand uses where other metals fail. BC-1954-1. Sheet. Appl. author: Paul F. Boehm. © 9Apr54; KK96580.

Equi-Flow, the new and better gear pump at less cost. E-5401. Sheet. Appl. author: Paul F. Boehm. © 9Apr54; KK96579.

VICTOR PRODUCTS CORPORATION. ©
Betty Blake family food budget. Bulletin no. 7355. (Home freezer) Sheets. Appl. author: Van Sant, Dugdale & Co., inc. © 6May54; KK97261.

Famous Victor quickfreezers, nationally advertised in Life. The truth about freezers. Bulletin no. 735. Folder. Appl. author: Van Sant, Dugdale & Co., inc. © 6May54; KK97260.

Get the truth about freezer selling. (In Electrical merchandising, Apr. 1954, p. 145) Appl. author: Van Sant Dugdale & Co. © 1Apr54; KK95600.

A guide to better living from Victor. The truth about freezers. My family food budget can save you \$120 a year. (In Life, June 7, 1954, p. 191-192) Appl. author: Van Sant, Dugdale & Co. © 7Jun54; KK97259.

Look mom, no hands. Victor's new pedal-dor quickfreezer opens with a touch of the toe. (In Life, June 7, 1954, p. 193) Appl. author: Van Sant, Dugdale & Co., inc. © 7Jun54; KK97258.

Meet Vic, the guy who sold Victor quickfreezers to the Eskimos. Bulletin no. 7357. Pamphlet. Appl. author: Van Sant, Dugdale & Co., inc. © 6May54; KK97262.

Remember, in room air conditioners and in quickfreezers, it's Victor that has everything for more sales in '54. (In Commercial refrigeration and air conditioning, Mar. 1954) Appl. author: Van Sant, Dugdale & Co. © 1Mar54; KK94366.

The truth about freezers. You've heard a lot of rumors ... Bulletin [no.] 7351. Pamphlet. Appl. author: Van Sant, Dugdale & Co., inc. © 12Apr54; KK97263.

Victor, America's most beautiful freezer, can save you up to \$120 a year on food. Bulletin no. 7352. Folder. Appl. author: Van Sant, Dugdale & Co., inc. © 6May54; KK97257.

Would you like to save \$120.00 a year on food? Bulletin no. 7356. (Home freezer) Sheet. Appl. author: Van Sant, Dugdale & Co., inc. © 6May54; KK97256.

VIRGINIA-CAROLINA CHEMICAL CORPORATION.

Black Leaf aramite emulsifiable concentrate. Contains 2 pounds aramite (active bases) per gallon. (Insecticide) Label. Appl. author: Denis Hayley. © Virginia-Carolina Chemical Corp., Black Leaf Products Div.; 4Jan54; KK93264.

Black Leaf 15 % parathion wettable powder (dustless) Net weight 50 pounds. (Insecticide) Labels. Appl. author: Denis Hayley. © Virginia-Carolina Chemical Corp., Black Leaf Products Div.; 4Jan54; KK93266.

Black Leaf 40, a nicotine sulphate solution. Caution, as Black Leaf 40 is a poison ... Net wt. 5 ozs. (Insecticide) Label. Appl. author: Denis Hayley. © Virginia-Carolina Chemical Corp., Black Leaf Products Div.; 4Jan54; KK93268.

Black Leaf 40, a nicotine sulphate solution. Caution, keep away from children ... Net wt. 5 ozs. (Insecticide) Label. Appl. author: Denis Hayley. © Virginia-Carolina Chemical Corp., Black Leaf Products Div.; 4Jan54; KK93269.

Black Leaf potassium cyanate crabgrass killer. Net weight 1/4 pound. (Herbicide) Label. Appl. author: Denis Hayley. © Virginia-Carolina Chemical Corp., Black Leaf Products Div.; 4Jan54; KK93265.

Black Leaf standard arsenate of lead, colored. Net weight eight ounces. (Insecticide) Label. Appl. author: Denis Hayley. © Virginia-Carolina Chemical Corp., Black Leaf Products Div.; 4Jan54; KK93263.

VIRGINIA-CAROLINA CHEMICAL CORPORATION. Cont'd.

Black Leaf wettable 25 % Phygon fungicide powder. Net weight 1 pound. Label. Appl. author: Denis Hayley. © Virginia-Carolina Chemical Corp., Black Leaf Products Div.; 4Jan54; KK93267.

Nico-Fume liquid, a highly refined solution of free nicotine. 40 pounds net. (Insecticide) Label. Appl. author: Denis Hayley. © Virginia-Carolina Chemical Corp., Black Leaf Products Div.; 4Jan54; KK93270.

Nico-Fume pressure-fumigator, for fumigating greenhouses. One pound net. (Insecticide) Label. Appl. author: Denis Hayley. © Virginia-Carolina Chemical Corp., Black Leaf Products Div.; 4Jan54; KK93271.

VIRGINIA HICKORY PRODUCTS. ©

Smoke Rings Virginia Hickory. (Seasoning) Folder. Appl. author: Fetter Printing Co. © 5Jan54; KK94081.

VITARINE COMPANY, INC. ©

Manivita polyvitamin drops, 11 essential vitamins in water-soluble form. Folder. Appl. author: I. Franklin Shaw. © 28Dec53; KK93192.

VON STERNBERG, JULE R. AND CHARLES H. ALBIN, a copartnership of SHOW-HOUSE. SEE Show-House.

VULCAN MOTOR PRODUCTS, INC. ©

A Power-Flyte for every car. Power-Flyte ... bearing distributor plate assembly for Ford-Mercury 1949-53. Form 54-25. Sheet. Appl. author: Alfred C. Greene. © 21Jan54; KK92997.

Vacuum Chambers for Auto-Lite, Delco-Remy, Ford. Catalog no. 54-12. Folder. Appl. author: Alfred C. Greene. © 13Apr54; KK95370.

Ventilated contact point sets for Ford, Chevrolet, Plymouth and all other passenger cars and trucks. Form 54-50. Sheet. Appl. author: Alfred C. Greene. © 11May54; KK96403.

VULCAN RADIATOR COMPANY. ©

America's finest baseboard radiation ... New Vulcan Trimline Radi-Vector. Folder. Appl. author: Richard B. Sweet. © 28Jan54; KK93390.

Vulcan Linovector (commercial) finned-tube radiation. Folder. Appl. author: Richard B. Sweet. © 28Jan54; KK93391.

W

WADE, POLLY AND SAMUEL WADE, d.b.a. SAM AND POLLY WADE COMPANY. SEE Wade (Sam and Polly) Company.

WADE (SAM AND POLLY) COMPANY.

Wades Maid salad dressing. Contents 8 fl. ozs. Label. © Samuel Wade & Polly Wade, d.b.a. Sam & Polly Wade Co.; 30Jan54; KK94201.

WADE, SAMUEL AND POLLY WADE, d.b.a. SAM AND POLLY WADE COMPANY. SEE Wade (Sam and Polly) Company.

WAGNER (JOHN) AND SONS, INC. ©

Wagner fine teas. This canister contains 8 ounces of finest orange pekoe. Label. Appl. author: Norwood Weaver. © 1Nov53; KK97639.

Wagner hickory smoke salt. Net contents 5 ounces. Label. Appl. author: Norwood Weaver. © 30Oct51; KK97638.

Wagner vintage wine vinegar, unflavored. Label. Appl. author: Norwood Weaver. © 19Oct51; KK97637.

WALKER'S AUSTEX CHILI COMPANY. ©

Austex chili con carne, no beans. Net wt. contents 15 ozs. Label. Appl. author: Crook Advertising Agency. © 7Dec53; KK93633.

Austex chili con carne with beans. Net wt. contents 15 ozs. Label. Appl. author: Crook Advertising Agency. © 7Dec53; KK93634.

Austex spaghetti and meat balls with tomato sauce. Net wt. contents 15 ozs. Label. Appl. author: Crook Advertising Agency. © 28Dec53; KK93635.

WALL STREET CLOTHES, INC. ©

The suit you always had in mind. (In Daily news record, Apr. 8, 1954, p. 13) © 8Apr54; KK95291.

WALLACE SILVERSMITHS. ©

Because it's the only sterling with third dimension beauty. One of the seven breathless Wallace designs will please you above all others. (In Seventeen, Mar. 1954, p. 4 of cover) Appl. author: Ellington & Co., inc. © 1Mar54; KK95161.

Because it's the only sterling with third dimension beauty. There are seven breathless Wallace designs, one of which will please you above all others ... (In Harper's bazaar, Apr. 1954, p. 4 of cover) Appl. author: Ellington & Co. © 1Apr54; KK95160.

Because it's the only sterling with third dimension beauty. There are seven breathless Wallace designs, one of which you are certain to want ... (In Ladies' home journal, Apr. 1954, p. 107) Appl. author: Ellington & Co., inc. © 26Mar54; KK95159.

WAMSUTTA MILLS. ©

If you like the freshness of cut [flowers] ... The name smart women cotton to is Wamsutta. (Fabrics) Sheet. Appl. author: Edward Going. © 26Feb54; KK94011.

Once upon a [time] ... Wamsutta Continental towels. Sheet. Appl. author: Edward Going. © 4Jan54; KK93411.

Once upon a [time] ... Wamsutta Supercal. (Sheets & pillow cases) Sheet. Appl. author: Edward Going. © 2Jan54; KK93409.

Once upon a [time] ... Wamsutta Thermocover. (Bed cover) Sheet. Appl. author: Edward Going. © 2Jan54; KK93410.

[Summer] is the season ... The name smart women cotton to is Wamsutta. (Cotton piece goods) Sheet. Appl. author: Edward Going. © 5Jan54; KK93412.

WARD-WALKER CORPORATION. ©

Ward-Walker coffees, pure Brazilian (bourbon Santos) Net weight 3 ozs. Label. © 28Nov53; KK92579.

Ward-Walker coffees, pure Colombia (Medellin) Net weight 3 ozs. Label. © 28Nov53; KK92580.

Ward-Walker coffees, pure Guatemala (Antigua) Net weight 3 ozs. Label. © 28Nov53; KK92582.

Ward-Walker coffees, pure Hawaiian (Kona) Net weight 3 ozs. Label. © 28Nov53; KK92581.

Ward-Walker coffees, pure Java (Praenger) Net weight 3 ozs. Label. © 28Nov53; KK92583.

WARING PRODUCTS CORPORATION. ©

Making hot breads with the Waring blender. Folder. Appl. author: Mabel Jessie Stegner. © 10Oct52; KK92436.

Making salads on the Waring blender. Folder. Appl. author: Mabel Jessie Stegner. © 1Feb52; KK92434.

Making soups with the Waring blender. Folder. Appl. author: Mabel Jessie Stegner. © 1Feb52; KK92435.

Marmalades with the Waring blender. Folder. Appl. author: Mabel Jessie Stegner. © 10Oct52; KK92433.

WARLEY COMPANY. ©

Guards keep loose tobacco [sic] out of your mouth. Guards attachable filter tips for your favorite cigarette. Label. Appl. author: Warren W. Gibbons. © 1Mar54; KK94131.

WARNER, PHILIP A. ©

Hollywood's latest glamour, the Betsi, a cover up for your pin curls. (Hair forelock) Label. © 30Nov53; KK93650.

WARNOCK, DONALD J. ©

Special formula no. 377 automobile undercoating and sound deadener. Label. © 8Jan54; KK92659.

WARP BROTHERS.

Competitive line of glass substitutes. Form 0414545. Sheet. © Flex-O-Glass, inc., d.b.a. Warp Bros.; 4May54; KK96186.

WARREN, KARL.

New paths for farming. SEE General Electric Company.

WARREN (NORTHAM) CORPORATION. ©

Cutex creates the loveliest colors of the season. (Cosmetic) (In Lakewood daily times) Appl. author: J. M. Mathes, inc. © 13Nov53; KK92598.

WASHBURN COMPANY. ©

Androck tools for the outdoor chef. Folder. Appl. author: C. Jerry Spaulding, inc. © 7Apr54; KK96088.

WAVAL-THERMAL. ©

From Hollywood. Nutri-Tonic creme shampoo. 6 oz. net. Label. Appl. author: Margaret Mace. © 3Feb54 (in notice: 1953); KK95108.

From Hollywood. Nutri-Tonic neutralizer rebuilds hair-strength, protects re-wavability. Net wt. 2/3 oz. Label. Appl. author: Margaret Mace. © 19Feb54 (in notice: 1953); KK94821.

How to get your loveliest [hair] permanent with lavishly rich Nutri-Tonic, the patented oil creme permanent. Folder. Appl. author: Margaret Mace. © 23Feb54; KK93926.

WAYBRIDGE (A.) PRODUCTS.

Lens cleaner, prevents fog or steaming of lens. Label. © Albert L. Waybridge, d.b.a. A. Waybridge Products; 22Dec53; KK92622.

Waterless hand cream cleaner, contains lanolin to protect the skin. Avg. wt. 14 ozs. Label. © Albert L. Waybridge, d.b.a. A. Waybridge Products; 22Dec53; KK92623.

WAYBRIDGE, ALBERT L., d.b.a. A. WAYBRIDGE PRODUCTS. SEE Waybridge (A.) Products.

WAYNE KNITTING MILLS. ©

Belle-Sharmer coolness for your new hemisphere of fashion. Summer Coolers best reason for keeping stockings on. (Hosiery) (In Mademoiselle, June 1954, p. 26) Appl. author: John J. Finlay. © 1Jun54; KK96966.

Counter points. To our valentines, the girls who sell Belle-Sharmer stockings, everywhere. Pamphlet. Appl. author: J. J. Finlay. © 1Feb54; KK93245.

Highlighting your new Hemisphere of fashion. Hemisphere hues in Belle-Sharmer ... stockings. (In Mademoiselle, Mar. 1954, p. 42) Appl. author: John J. Finlay. © 1Mar54; KK94627.

Highlighting your new Hemisphere of fashion. Parasol ... Belle-Sharmer ... stockings. (In Vogue, Apr. 1, 1954, p. 60) Appl. author: John J. Finlay. © 1Apr54; KK94908.

Highlighting your new Hemisphere of fashion. Summertime shades, lovely new complexions for legs. Belle-Sharmer ... stockings. (In Vogue, May 1, 1954, p. 78) Appl. author: John J. Finlay. © 1May54; KK96057.

Highlighting your new hemisphere of fashion. Wedgewood ... Belle-Sharmer ... stockings. (In Vogue, Feb. 1, 1954, p. 74) Appl. author: J. J. Finlay. © 1Feb54; KK93244.

WAYNE WORKS, INC. ©

Obsoleting the industry, the bus body the buyers built. The new Wayne Custom. Folder. © 1Feb54; KK95500.

Obsoleting the industry, the bus body the buyers built. The new Wayne Custom Panoramic. Folder. © 1Feb54; KK95501.

Obsoleting the industry, the bus body the buyers built. The new Wayne Super-Custom Panoramic. Folder. © 1Feb54; KK95502.

WEAVER, ADELAIDE AGNES. SEE Weaver, Mark.

WEAVER, MARK.

New, novel, convenient, Jiffy salmon egg dispenser. Featherweight 1/2 oz. Folder. © Mark Weaver & Adelaide Agnes Weaver (in notice: Mark Weaver); 12Mar54; KK95938.

WEAVER (W. R.) COMPANY. ©

For precision sighting and greater accuracy at long range. [Black & white] (Telescope sights) (In the American rifleman, Mar. 1954, p. 67) Appl. author: Warren T. Mithoff. © 1Mar54; KK94411.

For precision sighting and greater accuracy at long range. Weaver scopes. [Color] (Telescope sights) (In Outdoor life, Mar. 1954, p. 129) Appl. author: Warren T. Mithoff. © 25Feb54; KK94410.

Improve your .22 shooting with a B4 or B6 Weaver scope. (Telescope sights) (In the American rifleman, Apr. 1954, p. 61) Appl. author: Warren T. Mithoff. © 1Apr54; KK95236.

Improve your .22 shooting with a model B4 or B6 Weaver scope. (Telescope sights) (In Outdoor life, Apr. 1954, p. 133) Appl. author: Warren T. Mithoff. © 25Mar54; KK95237.

The new model K-series 60 Weaver scopes. 7 out of 10 are Weavers. (In the American rifleman, June 1954, p. 71) Appl. author: Warren T. Mithoff. © 1Jun54; KK96969.

Now for .22's, the model B Weaver scopes with the new tip-off mount. (Telescope sights) (In Outdoor life, Feb. 1954, p. 107) Appl. author: Warren T. Mithoff. © 25Jan54; KK93406.

Weaver scopes, model KV. One scope, two magnifications for short and long range shooting. (In Outdoor life, May 1954, p. 119) Appl. author: Warren T. Mithoff. © 25Apr54; KK96496.

Weaver scopes, there's a model that's just right for you. [Black & white] (Telescope sights) (In the American rifleman, Jan. 1954, p. 51) Appl. author: Warren T. Mithoff. © 1Jan54 (in notice: 1953); KK92637.

Weaver scopes, there's a model that's just right for you. [Color] (Telescope sights) (In Outdoor life, Jan. 1954, p. 61) Appl. author: Warren T. Mithoff. © 25Dec53; KK92638.

WEBCOR, INC. ©

He didn't say it that way. (Tape recorder) (In Time, Apr. 26, 1954, p. 104) Appl. author: Fuller & Smith & Ross, inc. © 22Apr54; KK97409.

High-fidelity wherever you go. Webcor portable Musicales (phonographs) (In the New Yorker, Apr. 24, 1954, p. 48) Appl. author: Fuller & Smith & Ross, inc. © 22Apr54; KK97073.

An important announcement to every tape recorder owner, from Webcor. (In High fidelity, June 1954, p. 92) Appl. author: Fuller & Smith & Ross, inc. © 1Jun54; KK97412.

Little three are the biggest fono sellers at 3 price levels. Maestros, Lark [and] Midge [phonographs] (In Retailing daily, Apr. 7, 1954, p. 44) Appl. author: Fuller & Smith & Ross, inc. © 7Apr54; KK97072.

New high-fidelity 3-speaker Webcor portable Musicales (phonographs) (In Retailing daily, Apr. 14, 1954, p. 38) Appl. author: Fuller & Smith & Ross, inc. © 14Apr54; KK97070.

Only the new Webcor clock radio operates all three automatically. (In Retailing daily, Apr. 21, 1954, p. 35) Appl. author: Fuller & Smith & Ross, inc. © 21Apr54; KK97071.

Record radio programs automatically, with the exciting new Webcor clock-radio. (In Magnetic film & tape recording, May-June 1954, p. 3) Appl. author: Fuller & Smith & Ross, inc. © 1May54; KK97077.

3-speed Webcor [phonograph] only \$29.95. (In Sunset, June 1954, p. 113) Appl. author: Fuller & Smith & Ross, inc. © 25May54; KK97078.

WEBELT.

Sudden stops will never harm the child held safely with a Wiggly car belt. Folder. © Richard G. Ostrander, d.b.a. Webelt; 19Apr54; KK95552.

WEBSTER (WARREN) AND COMPANY. ©

Webster Walvector for steam and hot water heating. Bulletin B-1561A. Sheet. © 29Jan54; KK94408.

WEBSTER CHICAGO CORPORATION. ©

Do it yourself, install a 3-speed Webcor hi-fi diskchanger. (In the Saturday evening post, Apr. 3, 1954, p. 42) Appl. author: Fuller & Smith & Ross, inc. © 31Mar54; KK97564.

An exciting new tone to living, Webcor high-fidelity musicale. (Phonograph) (In Time, Jan. 25, 1954, p. 4) Appl. author: Fuller & Smith & Ross, inc. © Webster-Chicago; 21Jan54 (in notice: 1953); KK94693.

For good listening everywhere, Webcor fonographs. (In the Saturday evening post, Nov. 15, 1952, p. 54) Appl. author: Fuller & Smith & Ross, inc. © Webster Chicago Corp. (in notice: Webster Chicago); 12Nov52; KK94836.

Hi-fidelity recording is fun on a Webcor [tape recorder] (In the Saturday evening post, Oct. 31, 1953, p. 73) Appl. author: Fuller & Smith & Ross, inc. © 28Oct53; KK93033.

Play your records on a new Webcor [phonograph] and you'll hear them just as they were recorded. (In the Saturday evening post, Nov. 22, 1952, p. 52) Appl. author: Fuller & Smith & Ross, inc. © Webster Chicago Corp. (in notice: Webster Chicago); 19Nov52; KK94837.

Think of music for Christmas gifts, think of Webcor for music. (Phonographs) (In the Saturday evening post, Dec. 6, 1952, p. 63) Appl. author: Fuller & Smith & Ross, inc. © Webster Chicago Corp. (in notice: Webster Chicago); 3Dec52; KK94835.

El Webcor graba los momentos preciosos. (Tape recorder) (In Life en español, Apr. 26, 1954, p. 6) Appl. author: Fuller & Smith & Ross, inc. © 26Apr54; KK97408.

The Webcor Holiday. (Phonograph) (In Sunset, Nov. 1952, p. 34) Appl. author: Fuller & Smith & Ross, inc. © Webster Chicago Corp. (in notice: Webster Chicago); 25Oct52; KK95556.

You hear true high-fidelity on a Webcor. (Phonograph & tape recorder) (In the Saturday evening post, Jan. 30, 1954, p. 75) Appl. author: Fuller & Smith & Ross, inc. © 27Jan54; KK94000.

WECO PRODUCTS COMPANY. ©

And brush your teeth. Dr. West's Miracle Tuft. (In Parents' magazine, June 1954, p. 4) Appl. author: J. Walter Thompson Co. © 25May54; KK97660.

Dr. West tells you how to select a toothbrush. (In Look, Mar. 9, 1954, p. 71) Appl. author: J. Walter Thompson Co. © 23Feb54; KK94477.

4 things to look for, 4 ways to find them, when you select a toothbrush. Dr. West's Miracle-Tuft. (In Look, May 4, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 20Apr54; KK96504.

Hey mom, I've got a grown-up tooth. Dr. West's Miracle-Tuft [toothbrush] (In Parent's magazine, May 1954, p. 4) Appl. author: J. Walter Thompson Co. © 23Apr54; KK96507.

How's it at your house? Dad's a roller, mom's a scrubber. Dr. West's Flexite cleans teeth better. (In Life, Nov. 3, 1952, p. 43) Appl. author: J. Walter Thompson Co. © 31Oct52; KK92845.

WECO PRODUCTS COMPANY. Cont'd.

Is your child a tooth smasher? Dr. West's Miracle-Tuft [toothbrush] (In Parents' magazine, Mar. 1954, p. 4) Appl. author: J. Walter Thompson Co. © 25Feb54; KK94479.

Tiny hands can learn to brush before to button. Dr. West's Miracle-Tuft [toothbrush] (In Parents' magazine, Apr. 1954, p. 4) Appl. author: J. Walter Thompson Co. © 25Mar54; KK96503.

WEILLER COMPANY. ©

Take chomes the handy 6 pak Bürgermeister, a truly fine pale beer. CO 889. Poster. © 17Dec53; KK94284.

[Train display. IC-1360/1] (Ice cream) Poster. © 3Apr53; KK94283.

WEINBERG, FREDERIC. ©

Modern lamps and decorative accessories. Folder. © 1Feb54; KK97584.

WEINTRAUB BROTHERS AND COMPANY. ©

Salute. (Uniforms) Folder. Jan. 1954. © 31Dec53 (in notice: 1954); KK93447.

Feb. 1954. © 11Feb54; KK94313.

Mar. 1954. © 22Mar54; KK95211.

Apr. 1954. © 8Apr54; KK96262.

May 1954. © 21May54; KK97085.

WEISS (ALBERT) AND COMPANY. ©

Shoulder dusters, sparkling cascades of slender glamour-lines. (Rhinstone jewelry) (In Vogue, Jan. 1, 1954, p. 168) Appl. author: Ben Sackheim, inc. © 1Jan54; KK93434.

WELCKER CORPORATION. ©

Instructions and directions. (Water conditioning device) Folder. © 3Feb54; KK94896.

Wash-down and blow-down schedules with CID water correction. Sheet. Appl. author: Clyde J. Welcker. © 6May54; KK96332.

WELLS, KATIE.

Churches, lodges and all legitimate organizations. Happy Valley Enterprise picnic basket lunches. Folder. © Katie Wells & Thomas Wells; 19Feb54; KK93886.

WELLS, THOMAS. SEE Wells, Katie.

WELLS, WILLIAM S. ©

Henacres chick cost computer. (Hatching baby chicks) Label. © 23Oct53; KK93801.

WELLWORTH PICKLE COMPANY.

Sweet Gherkins from the farm. Contents 12 fl. oz. Label. Appl. author: Henry Quell. © Wellworth Pickle Co., a firm composed of Jonas Schreiber & Louis Schreiber; 25Aug53; KK95407.

WEMBLEY, INC. ©

Easter time is Wembley time. (Neckties) (In Men's wear, Feb. 5, 1954, p. 13) Appl. author: Fitzgerald Advertising Agency. © 5Feb54; KK94925.

Extra, extra, Moygashel Irish linen [ties] (In Men's wear, May 18, 1953) Appl. author: Grey Advertising Agency, inc. © 18May53; KK94995.

Eye catching valentines. (Neckties) (In Men's wear, Jan. 15, 1954, p. 62) Appl. author: Fitzgerald Advertising Agency. © 15Jan54; KK94924.

Fashion's smartest color, bleu. (Neckties) (In Men's wear, Jan. 15, 1954, p. 10-11) Appl. author: Fitzgerald Advertising Agency. © 15Jan54; KK94923.

Flatter your face with a Wembley bow. (Neckties) (In Men's wear, Feb. 5, 1954, p. 9) Appl. author: Fitzgerald Advertising Agency. © 5Feb54; KK94926.

How to tie the Windsor knot with exhilarating new Heller Jersey ties. (In Men's wear, Feb. 20, 1953, p. 41) Appl. author: Grey Advertising Agency, inc. © 20Feb53; KK94994.

The new Wembley casual, a smart, fashionable tie designed for sport shirts. Made in five outstanding fabrics. (In Men's wear, May 14, 1954, p. 10) Appl. author: Fitzgerald Advertising Agency. © 14May54; KK96840.

The new Wembley casual, a smart, fashionable tie designed for sport shirts. Made in three outstanding fabrics. (In Daily news record, Apr. 20, 1954, p. 53) Appl. author: Fitzgerald Advertising Agency. © 20Apr54; KK96387.

Now you've got TV's greatest salesman selling Wembley Nor-East Non-Crush ties. (In Men's wear, Apr. 16, 1954, p. 14-15) Appl. author: Fitzgerald Advertising Agency. © 16Apr54; KK95782.

Trim your he with a Wembley [necktie] (In Esquire's apparel arts, Oct. 1953, p. 10-11) © 23Sep53; KK97053.

Wembley Nor-East. Ask for a Wembley, America's quality tie. (In Esquire's apparel arts, Feb. 1954, p. 35) Appl. author: Fitzgerald Advertising Agency. © 1Feb54; KK95325.

Wembley Nor-East Non-Crush out ties 'em all. (Neckties) (In Esquire's apparel arts, Jan. 1954, p. 15) Appl. author: Fitzgerald Advertising Agency. © 1Jan54; KK95324.

Wembley presents blazer tints of Guatemala. (Neckties) (In Esquire, June 1954, p. 110) Appl. author: Fitzgerald Advertising Agency. © 7May54; KK96429.

Wembley presents blue tints of Acapulco. (Neckties) (In Esquire, May 1954, p. 102) Appl. author: Fitzgerald Advertising Agency. © 9Apr54; KK95326.

Wembley presents golden tints of Maya. (Neckties) (In Esquire, Mar. 1954, p. 20) Appl. author: Fitzgerald Advertising Agency. © 10Feb54; KK95323.

Wembley presents silver tints of Sierra Madre. (Neckties) (In Esquire, Apr. 1954, p. 18) Appl. author: Fitzgerald Advertising Agency. © 10Mar54; KK95322.

WEN-MAC CORPORATION. ©

The famous Wen-Mac Automite proves itself tops on the track. (Model race car) Sheet. © 9Feb54; KK94319.

1st in the sky, the Aeromite. Rule the waves with Wen-Mac's great new Aquamite. (Model speed boat) Sheet. © 11Feb54; KK94318.

For the real thrill of the wild blue yonder, Wen-Mac's famous Aeromite is the engine powered [model] airplane of today. Sheet. © 9Feb54; KK93671.

WERNER, JUANITA N., sole owner PAR-PIC FOOD PRODUCTS COMPANY. SEE Par-Pic Food Products Company.

WESLEY INDUSTRIES. ©

US Trek, the road map game. Label. Appl. author: La Rue D. Wesley. © 3Mar54; KK94385.

WESMAR COMPANY.

Scrappy. Picture construction kits for children. Label. © Wesley Matey, d.b.a. Wesmar Co.; 11Mar54; KK95273.

WESSON OIL AND SNOWDRIFT SALES COMPANY. ©

Now Wesson oil, America's largest selling brand, has the new poriscope. Sheet. © 15Jan54; KK93036.

WESTERN CONDENSING COMPANY. ©

Extra grow power for slop-feeding hogs. Peebles' Hog Fare. Folder. Appl. author: Lyle Abbott. © 15Feb54; KK94890.

Now extra benefits from wet mash feeding. Peebles' Poultry Fare. Folder. Appl. author: Clare Atwood. © 1Mar54; KK94889.

Now, pelleted milk for baby pigs. Peebles' Pig Fare Pellets. Folder. Appl. author: Clare Atwood. © 16Apr54; KK96376.

Peebles' Dairy-Whip, a powdered whipping ingredient of dairy origin. Folder. Appl. author: Lyle Abbott. © 15Jan54 (in notice: 1953); KK94891.

Peebles' helps keep turkeys healthy and on feed. Folder. Appl. author: Clare Atwood. © 16Apr54; KK96375.

WESTERN UNION TELEGRAPH COMPANY. ©

Western Union cables, Rapid time calculator. (International cable systems & equipment) © 8Mar54; KK95954.

WESTERN WAXED PAPER COMPANY DIVISION; CROWN ZELLERBACH CORPORATION. SEE Crown Zellerbach Corporation.

WESTERN WORLD PLAYING CARD COMPANY. ©

Vanities by Vargas. (Playing cards) Label. © 12Feb54; KK95023.

WESTGATE-CALIFORNIA TUNA PACKING COMPANY. ©

California chunks and flakes, light meat tuna. Contents 3 lbs. 12 oz. avd. Label. Appl. author: Gerald Mertons. © 26Apr54; KK96379.

WHEELDEX AND SIMPLA PRODUCTS, INC. ©

Enjoy the new Automagic Simplafind. (Office equipment) Sheet. Appl. author: Richard P. Scholfield. © 22Apr54; KK95810.

Simplawheel Wheeldex simplafind, for records that come to you come to us. (Card finding equipment) Circular. Appl. author: Richard P. Scholfield. © 15Jan54; KK93277.

WHIPETTE, INC. ©

Whiz Cakes ready to use pancake & waffle batter. Net contents 12 fluid ounces. Label. Appl. author: Robert H. Williams. © 22Oct53; KK94709.

WHIRLPOOL CORPORATION. ©

Color lights the way, see as you wash as you save. Amazing new Whirlpool Guide Lite control. Never before so much in any automatic washer. (In Woman's home companion, May 1954, p. 72) Appl. authors: Perry R. Thomas & Charles Doner. © 22Apr54; KK96216.

Color lights the way, see as you wash as you save. Amazing new Whirlpool Guide Lite control. Never before so much quality... (In Better homes & gardens, May 1954, p. 172) Appl. authors: Perry R. Thomas & Charles Doner. © 23Apr54; KK96218.

Color lights the way, see as you wash as you save. Amazing new Whirlpool Guide Lite control. Never before so much quality ... (In the Saturday evening post, Apr. 17, 1954, p. 179) Appl. authors: Perry R. Thomas & Charles Doner. © 14Apr54; KK96219.

Now make every washday touch-button simple. All-new Whirlpool Surgomatic, the washer with touch-button controls. (In the Progressive farmer, Apr. 1954, p. 112) Appl. authors: Perry R. Thomas & Charles Doner. © 15Mar54; KK95145.

Now make every washday touch-button simple. The all-new Whirlpool Surgomatic washer with touch button controls. (In Good housekeeping, Apr. 1954, p. 165) Appl. authors: Perry R. Thomas & Charles Doner. © 20Mar54; KK95143.

Whirlpool presents guide lite control. Automatic washers and dryers. (In Better homes and gardens, Mar. 1954, p. 100-101) Appl. authors: Perry R. Thomas & Charles Doner. © 24Feb54; KK95144.

Your kind of washing efficiency, with a new kind of touch-button ease. (Semi-automatic washer) Appl. authors: Perry R. Thomas & Ronald Bean. © 30Dec53; KK92424.

WHITE SEWING MACHINE CORPORATION. © Make this her best Christmas yet. (In the Saturday evening post, Dec. 6, 1952, p. 127) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 4Dec52; KK95138.

WHITEHALL PHARMACAL COMPANY. © Constipation, a major cause of hemorrhoids. Petro-Syllium. (In the Charlotte observer, Feb. 2, 1954, p. 12B) Appl. author: Frances Rutland Lacher. © 2Feb54; KK94107.

Hemorrhoid sufferers, enjoy regularity with comfort ... Petro-Syllium. (Medicine for constipation) (In Chicago daily tribune, Feb. 2, 1954, p. 12F) Appl. author: Frances Rutland Lacher. © 2Feb54; KK93711.

Limited introductory offer. Amazing chlorophyll toothpaste actually helps build new gum tissue. Koly-nos. (In Life, Nov. 24, 1952, p. 85) Appl. author: Walter Green. © 21Nov52; KK96384.

Mothers, children who hate aspirin love Tandy. It's the one and only aspirin in hard candy form. (In Binghamton press, Apr. 6, 1954, p. 16) Appl. author: Frances Rutland Lacher. © 6Apr54; KK96491.

Mothers, children who hate aspirin love Tandy. Not a cover-up like so-called flavored aspirins. Tandy is real candy ... (In Binghamton press, Apr. 13, 1954, p. 12) Appl. author: Frances Rutland Lacher. © 13Apr54; KK96492.

New cosmetic lotion for women melts off facial hair. New Neet. (In Los Angeles times, May 16, 1954, p. 50) Appl. author: David H. Grayson. © 16May54; KK96940.

WHITMAN (STEPHEN F.) AND SON, INC. © Be thankful, be thoughtful, give Whitman's chocolates. (In the Saturday evening post, Nov. 14, 1953) Appl. author: Ward Wheelock Co. © 14Nov53; KK92664.

Easter Sunday April 18, remember her with a Whitman's Sampler. (Confectionery) (In the Saturday evening post, Apr. 10, 1954) Appl. author: Ward Wheelock Co. © 10Apr54; KK96587.

Golden Flair assorted chocolates. One pound net. Label. © 3Sep52; KK92495.

Here's how I remember, why don't you? Alan Ladd. Whitman's Sampler. (Confectionery) (In the Saturday evening post, Mar. 6, 1954) Appl. author: Ward Wheelock Co. © 6Mar54; KK94370.

Here's how I remember, why don't you? John Wayne. (Confectionery) (In the Saturday evening post, Jan. 9, 1954) Appl. author: Ward Wheelock Co. © 9Jan54; KK93453.

It's time to remember the way to her heart. (Confectionery) (In the Saturday evening post, Feb. 6, 1954) Appl. author: Ward Wheelock Co. © 6Feb54; KK94369.

Mother's Day is on May 9th, Sunday. Whitman's Sampler, chocolates & confections. (In the Saturday evening post, May 1, 1954) Appl. author: Ward Wheelock Co. © 1May54; KK96586.

Say merry Christmas with Whitman's chocolates. (In the Saturday evening post, Dec. 19, 1953, p. 14) Appl. author: Ward Wheelock Co. © 19Dec53; KK92663.

WHITMAN PUBLISHING COMPANY. ©

Ding Dong school cbig boat puzzles No. 2609:29. Label. © 15Sep53; KK92872.

Ding Dong school cbig train puzzles No. 2609:29. Label. © 15Sep53; KK92873.

Ding Dong school Peg-A-Picture. No. 5627:98. (Game) Label. © 30Sep53; KK92869.

Ding Dong school roll to color. 100 feet of coloring fun with crayons. No. 5623:98. Label. © 15Sep53; KK92870.

Ding Dong School, 16 valentines for you to make. Created by Frances Horwich. No. 2505:50. Label. © 21Jan54; KK93816.

Young artist coloring kit. 4 coloring books, 6 coloring crayons. [No.] 4059:49. Label. © 23Dec53; KK93817.

WHITEMORE, DAVID, THOMAS C. WINSTON, LAWRENCE J. LUMB AND CLIFTON E. MILES, d.b.a. LMW ENTERPRISES. SEE LMW Enterprises.

WIAN (R. C.) ENTERPRISES, INC. © Bob's Mocha Boy coffee. One pound net. Label. © 23Feb54 (in notice: 1953); KK93897.

WILCO COMPANY. © Walt Disney's Snow White Snow Spray Bomb, the all purpose white decoration. Net wt. 12 oz. Label. © 1Dec53; KK94515.

Wilco all purpose chrome & metal polish. Net contents 8 fl. oz. Label. © 21May54; KK96865.

Wilco Pep-Tone motor detergent concentrate. Net contents one U. S. fluid quart. Label. © 1May54 (in notice: 1953); KK96249.

Wilco Stop Leak with Asbestex safety sealer, guaranteed to stop all minor leaks in cooling systems. Net contents 10 fl. ozs. Label. © 26Apr54 (in notice: 1953); KK95854.

Wilco Stop Rust with Insul-X protection, protects cooling systems, lubricates water pumps. Net contents 10 fl. ozs. Label. © 26Apr54 (in notice: 1953); KK95855.

WILCOX, CRITTENDEN AND COMPANY, INC. © Fittings for small outboard and inboard cruisers available here. [Wall chart] Poster. © 5May54; KK96570.

Wilcox-Crittenden outboard fittings available here. [Wall chart] Poster. © 5May54; KK96569.

WILLARD STORAGE BATTERY COMPANY. © Weathermaster, the first and only battery with climate control. Poster. © 19Apr54; KK95576.

WILLIAMS, EVERETT H. AND HAROLD P. WILLIAMS, d.b.a. WILLIAMS BROTHERS. SEE Williams Brothers.

WILLIAMS, HAROLD P. AND EVERETT H. WILLIAMS, d.b.a. WILLIAMS BROTHERS. SEE Williams Brothers.

WILLIAMS (J. B.) COMPANY AND CATALINA, INC., d.b.a. SKOL. SEE Skol.

WILLIAMS (R. R.) INC. © Wash-'N-Dri disposable wash cloth. Label. Appl. author: Gloria Williams. © 12Jan54; KK92780.

WILLIAMS, THEODORE, ROBERT SEGIL, ROBERT LEBENDIG AND HARRY SNYDER, composing the partnership SO-EZE COMPANY. SEE So-Eze Company.

WILLIAMS BROTHERS. Anyone can catch fish with the fabulous Floreo flowering lure. (Artificial fishing lure) Poster. © Everett H. & Harold P. Williams, d.b.a. Williams Bros.; 21Apr54; KK96164.

WILLIAMSON, CALEB RICHMOND AND CHARLES BROOKE TEMPLE, t.a. KEEN COMPANY. SEE Keen Company.

WILLYS MOTORS, INC. Announcing the first showing, new super-powered '54 Kaiser. Lowell Thomas calls it ... (In Pittsburgh press, Mar. 22, 1954, p. 9) Appl. author: William H. Weintraub & Co., inc. © Kaiser-Willys Sales Div., Willys Motors, inc.; 22Mar54; KK94900.

Everybody likes the big change in Kaiser. (In Life, June 21, 1954) Appl. author: Wm. H. Weintraub Co., inc. © Kaiser-Willys Sales Division, Willys Motors, inc.; 12Jun54; KK97733.

Power-on-demand, one of 6 exciting exclusives, yours only in the new '54 Kaiser. (In Life) Appl. author: Wm. H. Weintraub Co., inc. © Kaiser-Willys Sales Division, Willys Motors, inc.; 31May54; KK97619.

See the new '54 Kaiser that's causing all the talk. (In the Los Angeles mirror, Apr. 23, 1954, p. 14) Appl. author: William H. Weintraub & Co., inc. © Kaiser-Willys Sales Division, Willys Motors, inc.; 23Apr54; KK96206.

Super-powered new '54 Kaiser, the new car with the big change. (In the Philadelphia inquirer, Mar. 20, 1954, p. 14 A a) Appl. author: William H. Weintraub & Co., inc. © Kaiser-Willys Sales Division, Willys Motors, inc.; 20Mar54; KK96722.

WILSON, JOHN. The inquiring weldor. SEE Eutectic Welding Alloys Corporation.

WILSON AND COMPANY, INC. © Could your dog pass an examination for life insurance on same basis as humans? Ideal dog food. (In Family circle, Feb. 1954, p. 75)

WILSON AND COMPANY, INC. Cont'd.

Appl. author: Ewell & Thurber Associates. © 28Jan54 (in notice: 1953); KK93607.

WILSON JONES COMPANY. ©

For a memory like an elephant. (Desk calendars, diaries, appointment books) Folder. Appl. author: William K. Ryan. © 1May54; KK96738.

WINSTON, THOMAS C., LAWRENCE J. LUMB, CLIFTON E. MILES AND DAVID WHITE-MORE, d.b.a. LMW ENTERPRISES. SEE LMW Enterprises.

WINTHROP-STEARNES, INC. ©

The foot bridge. [Painting by] Gordon Grant. Theominal. (Pharmaceutical) Folder. Appl. authors: Gordon Grant & Exeter Studios. © 17May54; KK96599.

Gloucester wharves. [Painting by] Gordon Grant. Theominal. (Pharmaceutical) Folder. Appl. authors: Gordon Grant & Exeter Studios. © 17May54; KK96598.

WISE-UP COMPANY OF AMERICA.

Sno-Dope, golden kola drink. Contents 12 fl. oz. (Soft drink) Label. © Charles A. Meyerowich, d.b.a. Wise-Up Co. of America; 13Feb54; KK95909.

WISS (J.) AND SONS COMPANY. ©

How to make a contour belt and a felt carryall with Wiss pinking shears. Pattern no. 108. Appl. author: Ellington & Co., inc. © 1Mar54; KK94173.

How to make a farm scene with Wiss pinking shears. Pattern no. 112. Appl. author: Ellington & Co. © 20May54; KK96125.

How to make a tassel hat and a handkerchief case with Wiss pinking shears. Pattern no. 109. Appl. author: Ellington & Co. © 20Apr54 (in notice: 1953); KK95185.

How to make the match-box jacket with Wiss pinking shears. Pattern no. 107. Appl. author: Ellington & Co., inc. © 1Jan54 (in notice: 1953); KK93340.

How to make the pinker capelet with Wiss pinking shears. Pattern no. 105. Appl. author: Ellington & Co., inc. © 1Feb54 (in notice: 1953); KK94174.

How to make the sorrento cap and carryall with Wiss pinking shears. Pattern no. 111. Appl. author: Ellington & Co. © 15Apr54; KK95571.

Wiss pinker fashions felt sandals. Pattern no. 115. Appl. author: Ellington & Co., inc. © 20Jun54; KK97693.

WOLGAST COMPANY. ©

Stonemizer fits all I. H. C. combines. (Deflector bars) Sheet. Appl. author: Ervin H. Wolgast. © 16Mar54; KK95289.

WOLVERTON, O. A. ©

Burn-Rite oil burner chemical cleaner. Folder. © 1Jan54; KK93554.

WOMACK, MARY DOROTHY. ©

Nicky Claus. (Dolls) Label. © 23Dec53; KK95012.

Vicky Claus. (Dolls) Label. © 23Dec53; KK95013.

WOMAN'S DAY, INC. ©

She's got to go out to get Woman's day, the A & P magazine. cCouple with dogs (In the New Yorker, Mar. 27, 1954, p. 62-63) © 27Mar54; KK94684.

She's got to go out to get Woman's day, the A & P magazine. [Woman & child with umbrellas] (In the New Yorker, Apr. 24, 1954, p. 78-79) © 24Apr54; KK95557.

She's got to go out to get Woman's day, the A & P magazine. [Woman in white gloves putting on ear muffs] (In the New Yorker, Feb. 27, 1954, p. 46-47) © 27Feb54; KK93927.

She's got to go out to get Woman's day, the A & P magazine. [Woman putting key in purse] (In the New Yorker, June 19, 1954, p. 14-15) © 19Jun54; KK97547.

She's got to go out to get Woman's day, the A & P magazine. cWoman walking; calendar backgrounds (In the New Yorker, Jan. 30, 1954, p. 36-37) © 30Jan54; KK93219.

She's got to go out to get Woman's day, the A & P magazine. [Woman wheeling baby in walker] (In the New Yorker, May 22, 1954, p. 54-55) © 22May54; KK96513.

WONDER PRODUCTS COMPANY.

Wonder Kindling, your quick, complete fire lighter. Label. © Paul L. Honaker, d.b.a. Wonder Products Co.; 3Feb54; KK94803.

WOOD PRESERVA-PRODUCTS.

Hypo injection serum. (Wood preserving liquid) Label. Appl. author: National Lithograph Co. © James Robert Tully, d.b.a. Wood Preserva-Products; 25Feb54; KK95341.

Wood Preserva Hypo injection serum, for the preservation of wood poles and timbers. Label. Appl. author: National Lithograph Co. © James Robert Tully, d.b.a. Wood Preserva Products; 7Jan54; KK93450.

Wood Preserva Lastikote sealer. (Coal tar paint) Label. Appl. author: National Lithograph Co. © James Robert Tully, d.b.a. Wood Preserva Products; 7Jan54; KK93451.

Wood Preserva-Life. Description; directions. (Viscous wood preserving coating) Label. Appl. author: National Lithograph Co. © James Robert Tully, d.b.a. Wood Preserva-Products; 10Feb54; KK95342.

Wood Preserva Life for brush-on application. (Viscous wood preserving coating) Label. Appl. author: National Lithograph Co. © James Robert Tully, d.b.a. Wood Preserva-Products; 10Feb54; KK95340.

Wood Preserva Thinners. (Diluent for wood preserving liquids) Label. Appl. author: National Lithograph Co. © James Robert Tully, d.b.a. Wood Preserva Products; 7Jan54; KK93452.

WOODFORD-WARNER CORPORATION. ©

Now, see as you polish. Glo-Pad, the magic is in the pad. Label. © 20Apr54; KK95661.

Revolutionary way to polish copper, silver, brass. Glo-Pad, the magic is in the pad. Label. © 20Apr54; KK95662.

Wow, only 15¢ retail. Glo-Pad. Revolutionary new way to polish copper, silver, brass. Sheet. © 9Apr54; KK95249.

WOOL BUREAU. ©

Lasting good looks are naturally yours in lightweight wool. (In Esquire, Apr. 1954, p. 37) Appl. author: Monroe F. Dreher, inc. © 25Mar54; KK94600.

They go so handsomely together, springtime and lightweight wool. (In Esquire, Mar. 1954, p. 91) Appl. author: Monroe F. Dreher, inc. © 25Feb54; KK94475.

Your complete answer for luxury and beauty. (In Vogue, Feb. 1, 1954, p. 31) Appl. author: Monroe F. Dreher, inc. © 25Jan54; KK94476.

WOOLSEY (C. A.) PAINT AND COLOR COMPANY, INC. ©

Color guide. Woolsey yacht finishes for every part of the boat. Folder. Appl. author: Wilbert B. Hanft. © 1Jun54; KK97001.

WORLD LIFE AND ACCIDENT ASSOCIATION. ©

The White Shield hospital and surgical plan. (Insurance) Folder. Appl. author: Guy W. Alexander. © 1Apr54; KK95016.

WORTZ BISCUIT COMPANY. ©

Wortz family-pak cracker assortment. Wt. one pound or over. Label. Appl. author: Carl Wortz III. © 6Nov53; KK93130.

WORUMBO MANUFACTURING COMPANY. ©

Wonderful Worumbo. Sea Foam, Worumbo's own pale, wonderful sea-misted color. (Wool fabric) © 5Feb54; KK93592.

Wonderful Worumbo. The pink of perfection ... (Wool fabric) (In Harper's bazaar, Feb. 1954) © 6Jan54; KK92658.

Wonderful Worumbo. The redcoats are coming, hurrah. (Wool fabric) (In Vogue, Mar. 15, 1954) © 10Mar54; KK94368.

WRIGHT AND MCGILL COMPANY. ©

Every fisherman will want Wright & McGill Miracle Minnows, with new gold and silver metal finish. Circ. 54C2. (Fishing lures) Sheet. Appl. author: Stanley M. Wright. © 30Mar54; KK95487.

Fishing is fine if you use a Fre-Line. Wright & McGill improved Fre-Line spinning reel. Circ. 53C8. Folder. Appl. author: Stanley M. Wright. © 25Jan54; KK93498.

Improved Yank Wright & McGill type 5L nylon monofilament. Circ. 53C9. (Fishing lines & leaders) Folder. Appl. author: Stanley M. Wright. © 18Feb54; KK94606.

New Limberline Wright & McGill type 5L nylon monofilament spinning line. (Fishing lines & leaders) (In the Sporting goods dealer, Feb. 1954, p. 41) Appl. author: Stanley M. Wright. © 15Jan54; KK94602.

Wright and McGill [fishing] rods lead in quality and design. Circ. FPl. Sheet. Appl. author: Stanley M. Wright. © 7Jun54; KK97156.

Wright & McGill news. (Fishing lines & leaders) Folder. Appl. author: Stanley M. Wright. Jan. 1954. NL-154. © 28Dec53; KK92762.

Feb. 1954. © 19Jan54; KK93121.

Mar. 1954. NL-354. © 13Feb54; KK93762.

Apr. 1954. NL-454. © 2Mar54; KK94329.

May 1954. NL-554. © 14Apr54; KK95558.

June 1954. NL-654. © 5May54; KK96239.

Wright & McGill presents Limberline type 5L nylon monofilament. Circ. 54C1. (Fishing lines & leaders) Folder. Appl. author: Stanley M. Wright. © 24Feb54; KK94106.

WUNDERBRAU BREWING COMPANY.
Wunderbräu das Trocken-lager. Con-
tents 12 fl. ozs. Label. © Red
Top Brewing Co., d.b.a. Wunderbräu
Brewing Co.; 25Mar54; KK95651.

Y

YELLOWSTONE, INC., division of GLEN-
MORE DISTILLERIES COMPANY. SEE
Glenmore Distilleries Company.

YOGG AND COMPANY. ©
Now here's a really new wrinkle in
menu merchandising, cartoon clips.
Folder. © 10May54; KK96622.

YORKVILLE METAL PRODUCTS COMPANY. ©
Lamp, fixture, electrical supply and
fluorescent parts. Catalog no. 54,
1954-1955. 96 p. Appl. author:
Solomon Rabinowitz. © 25Jan54;
KK93279.

YOUNG, GEORGE, d.b.a. DANDREW'S
MAGIC NOVELTY COMPANY. SEE
Dandrew's Magic Novelty Company.

YOUNG, IRVIN R., d.b.a. YOUNGWAY EN-
TERPRISES. SEE Youngway Enterprises.

YOUNGS RUBBER CORPORATION. ©
Trojan-Enz rubber prophylactics.
One dozen. Label. Appl. author:
Merle L. Youngs. © 19Mar54;
KK96667.

YOUNGWAY ENTERPRISES.
WindAcord wall holder for all elec-
tric shavers. Label. © Irvin R.
Young, d.b.a. Youngway Enterpris-
es; 19May54; KK97510.

YUN, GEE. SEE Gee, Yun.

Z

ZAIN, GEORGE K.
Shop the saving way ... on conven-
ient Ponce de Leon, Coral Gables
friendly shopping street. (Cloth-
ing & other merchandise) (In Mi-
ami daily news, Miami, Fla., Mar.
2, 1954, p. 12A-13A) © G. K.
Zain; 2Mar54; KK96964.

ZENITH RADIO CORPORATION. ©
All of Clinton, Indiana has been
reading our mail, and now it's
your turn. (In Retailing daily,
Feb. 1, 1954, p. 74-75) Appl.
author: Young & Rubicam, inc.
© 1Feb54; KK94951.

Announcing the new Zenith super de-
luxe Trans-Oceanic portable.
(In Newsweek, Mar. 1, 1954, p. 25)
Appl. author: Young & Rubicam,
inc. © 25Feb54; KK96033.

Books that talk are here. Chairside
FM-AM radio-phonograph combina-
tion. (In Retailing daily, Dec.
7, 1953, p. 55) Appl. author:
Young & Rubicam, inc. © 7Dec53;
KK94451.

Bright new decorator's idea. The
Zenith chairside radio-phonograph,
designed to go with your TV. The
Brewster. (In the New Yorker,
Dec. 5, 1953, p. 31) Appl. au-
thor: Young & Rubicam, inc.
© 3Dec53; KK92936.

Caruso sounds like Caruso, and Mel-
chior sounds like Melchior. Zen-
ith Cobra-Matic record player.
(In Saturday review, Dec. 5, 1953,
p. 55) Appl. author: Young &
Rubicam, inc. © 5Dec53; KK94453.

Don't miss Zenith's surprise exhib-
it at the Mart. (In Retailing
daily, Dec. 28, 1953, p. 129)
Appl. author: Young & Rubicam,
inc. © 28Dec53; KK94458.

Get the exclusive inside story and
you'll make it a Zenith Christmas.
Your Zenith dealer is waiting ...
(In Look, Dec. 15, 1953, p. 10-11)
Appl. author: Young & Rubicam,
inc. © 1Dec53; KK92935.

How we put the Hollywood Bowl into
table model television. Zenith
Clybourn. (In Collier's, Nov. 13,
1953, p. 101) Appl. author: Young
& Rubicam, inc. © 30Oct53; KK94947.

Jeanagers joyous over new Zenith
Junior Juke. (Phonograph) (In
Seventeen, Mar. 1954, p. 63)
Appl. author: Young & Rubicam,
inc. © 1Mar54; KK96036.

A natural Christmas step up line,
and only Zenith has it. Only Ze-
nith offers a complete line of ex-
citing profit-packed clock radios
... (In the Jewelers' circular-
keystone, Nov. 1953, p. 57)
Appl. author: Young & Rubicam,
inc. © 1Nov53; KK92938.

New 1954 Zeniths made to make you
discontented with anything less.
We hope what you see on the oppo-
site page ... (In the Saturday
evening post, Aug. 22, 1953, p.
14-15) Appl. author: Young &
Rubicam, inc. © 19Aug53; KK92934.

New Zenith Cobra-Matic table phono-
graph with stroboscope, plays any
record at exact recorded speed ...
(In Record retailing, Dec. 1953,
p. 14-15) Appl. author: Young &
Rubicam, inc. © 1Dec53; KK92939.

New Zenith table phonograph with
fabulous Cobra-Matic. (In Look,
Mar. 9, 1954, p. 9) Appl. au-
thor: Young & Rubicam, inc.
© 23Feb54; KK96037.

Now from Zenith's exclusive radionic
laboratories ... Zenith super-
phonic high fidelity table phono-
graph. (In Record retailing, Mar.
1954, p. 47-49) Appl. author:
Young & Rubicam, inc. © 1Mar54;
KK96038.

Now Zenith completes your home en-
tertainment center, with the new
Zenith chairside radio-phonograph.
The Gibson. (In Chicago symphony
orchestra program, Nov. 5, 1953,
p. 21) Appl. author: Young &
Rubicam, inc. © 5Nov53; KK92937.

One irreplaceable part holds the
secret of better television ... the
Zenith crest. Nocturne. (In Col-
lier's, Oct. 16, 1953, p. 43)
Appl. author: Young & Rubicam, inc.
© 20Oct53; KK94946.

Only Zenith has this, the greatest
selling feature in a decade. New
Cobra-Matic with stroboscope meas-
ures exact record speeds ... (In
the Billboard, Oct. 24, 1953, p.
21) Appl. author: Young & Rubi-
cam, inc. © 24Oct53; KK92940.

Relax, change TV channels from your
easy chair with a lazy bones remote
control. (In TV guide, Sept. 18,
1953, p. 219) Appl. author:
Young & Rubicam, inc. © 16Sep53;
KK94948.

This is the one (and it just had to
be a Zenith) (Television) (In
the Saturday evening post, Mar.
13, 1954, p. 110-111) Appl. au-
thor: Young & Rubicam, inc.
© 10Mar54; KK96034.

3 great Zenith contributions to the
happiness of the ill and afflict-
ed. (In Journal of American Med-
ical Association, Aug. 15, 1953,
p. 59) Appl. author: Young &
Rubicam, inc. © 13Aug53; KK94454.

3 Zenith radios servicemen want, buy
and live with. 1. Zenith's dynam-
ic Voyager ... 2. The brilliant
new Universal. 3. The all-new Ze-
nette. (In Post exchange, Jan.
1954, p. 27) Appl. author: Young
& Rubicam, inc. © 2Jan54; KK94452.

We don't put this on just any prod-
uct. For instance ... (In Elec-
trical merchandising, Jan. 1954,
p. 339) Appl. author: Young &
Rubicam, inc. © 2Jan54; KK94457.

We test TV blood pressure so you'll
have a better picture. Zenith
Mendelssohn. (In Ebony, Sept.
1953, p. 79) Appl. author: Young
& Rubicam, inc. © 7Aug53; KK94945.

World's most exciting radio. Zenith
super trans-oceanic. (In Yachting,
Aug. 1953, p. 77) Appl. author:
Young & Rubicam, inc. © 1Aug53;
KK94949.

Zenith announces the greatest news
in shortwave portable radio ...
all new Zenith super deluxe trans-
oceanic portable. (In Sporting
goods products, Feb. 1954, p. 27)
Appl. author: Young & Rubicam,
inc. © 10Feb54; KK94950.

Zenith big-set qualities make the
big difference in table radios.
(In the Saturday evening post,
Feb. 6, 1954, p. 12) Appl. au-
thor: Young & Rubicam, inc.
© 3Feb54; KK96035.

Zenith Cinebeam TV. In full 21",
24", and 27" screens. (In Chicago
independent, Jan. 27, 1954, p. 5)
Appl. author: Young & Rubicam,
inc. © 27Jan54; KK96039.

ZONITE PRODUCTS CORPORATION. ©
Survey shows many nurses highly
recommend douching with Zonite for
feminine hygiene. (Germicide)
(In Radio-TV mirror, Feb. 1954, p.
95) Appl. author: Erwin, Wasey &
Co., inc. © 7Jan54; KK95030.

ZURN (J. A.) MANUFACTURING COMPANY. ©
The influence of school washrooms
with Fixture-Bare Floors is too
important to neglect. (In News-
week, May 31, 1954) Appl. au-
thor: The Lee Donnelley Co.
© 31May54; KK97273.

Zurn Systems, for installing off-
the-floor plumbing fixtures, yield
time-cost savings. Sheet. Appl.
author: The Lee Donnelley Co.
© 1May54; KK97274.

Zurn Systems simplify wall-type fix-
ture installations, and usually
reduce time-costs. Sheet. Appl.
author: The Lee Donnelley Co.
© 1Apr54; KK97275.

RENEWALS

An alphabetical list, under the names of the renewal claimants, of all prints and labels for which renewal copyrights were registered during the period covered by this issue. Information relating to both the original and renewal registrations is included in each entry.

BAYUK CIGARS, INC.
Philadelphia Perfecto. © 15Oct26;
Label 31399. Bayuk Cigars, inc.
(P); 25Jun54; R132295.

BLANKE-BAER EXTRACT AND PRESERVING
COMPANY.
Win-You jelly. © 24May26; Print
9048. Blanke-Baer Extract & Pre-
serving Co. (P); 7Apr54; R128372.

BOB'S CANDY AND PEANUT COMPANY, INC.
Bob's Pe-Kon candies. © 14May26;
Label 30548. Bob's Candy & Peanut
Co., inc. (P); 3Feb54; R125063.

BOB'S PE-KON CANDIES. SEE Bob's Candy
and Peanut Company, inc.

BORDEN COMPANY.
Challenge brand sweetened condensed
milk. © 19Apr26; Label 30517.
Borden Co. (P); 11Jan54; R123684.
The year round dessert. (Mince
meat) © 1Jul26; Print 9180.
Borden Co. (P); 11Mar54; R126932.

BOYLE-MIDWAY, INC.
Radiant [polish mop] © 27Jul26;
Label 31318. Boyle-Midway, inc.
(P); 30Jun54; R132536.
Rldz. (Insect spray) © 28Apr26;
Label 30571. Boyle-Midway, inc.
(P); 19Mar54; R127289.

BRUDER DAIRY CENTERS, INC.
Parcel Post eggs. © 12Jul26; Label
31503. Bruder Dairy Centers, inc.
(P); 23Jun54; R132275.

BUTEN (M.) AND SONS.
'Tis good. (Paints & varnishes)
© 1May26; Label 30699. M. Buten
& Sons (P); 12Apr54; R128667.

CAESAR. SEE Mission Citrus Associ-
ation.

CERTIFIED HOSIERY. SEE Krolik Cor-
poration.

CHALLENGE BRAND SWEETENED CONDENSED
MILK. SEE Borden Company.

CLAREMONT KRAFT. SEE Claremont Paper
Corporation.

CLAREMONT PAPER CORPORATION.
Claremont Kraft. © 27Feb26; Label
30155. Claremont Paper Corp. (P);
24Feb54; R126264.

CLEOPATRA. SEE Mission Citrus Asso-
ciation.

CUBAN LABORATORIES.
Tuxedo Finish. (Hair preparation)
© 15Jun26; Label 30774. Phil A.
Jones, d.b.a. Cuban Laboratories
(P); 6May54; R129847.

CUTLER-MAGNER COMPANY.
Old Hickory smoked salt.
© 15Jul26; Label 31017. Cutler-
Magner Co. (P); 26May54; R131025.

D W G CIGAR CORPORATION.
El Verso, the sweet and mellow ci-
gar. © 3Aug26; Print 9172.
D W G Cigar Corp. (P); 30Apr54;
R129684.

DERN COMPANY, INC.
Tenmor Derngood coffee. © 15Mar26;
Label 30597. Dern Company, inc.
(P); 10Mar54; R129825.

EL GALLO. SEE Uncle Johnny Mills.

EL TORO. SEE Uncle Johnny Mills.

EL VERSO, THE SWEET AND MELLOW CIGAR.
SEE D W G Cigar Corporation.

ESKIMO PIE CORPORATION.
There's magic in its flavor. (Fro-
zen confections) © 25Sep26;
Print 9418. Eskimo Pie Corp. (P);
3Jun54; R131352.

FRONTENAC. SEE Schlitz (Jos.) Brewing
Company.

GENUINE HAMILTON WATCH MAINSPRING.
SEE Hamilton Watch Company.

GENUINE HAMILTON WATCH MATERIAL. SEE
Hamilton Watch Company.

GOLDEN RULE. SEE Monte Vista Citrus
Association.

HAMILTON WATCH COMPANY.
Genuine Hamilton watch mainspring.
© 25May26; Label 30601. Hamilton
Watch Co. (P); 8Feb54; R125377.
Genuine Hamilton watch material.
© 27Sep26; Label 31086. Hamilton
Watch Co. (P); 8Feb54; R125378.

HASEROT COMPANY.
Hawaiian Gold brand pineapple.
© 2May27; Label 32956. Haserot
Co. (P); 4Jun54; R131360.

HAWAIIAN GOLD BRAND PINEAPPLE. SEE
Haserot Company.

IDAHO CANDY COMPANY.
Old Faithful. © 1Jul26; Label
31378. Idaho Candy Co. (P);
11May54; R130307.

IMPORTOWANA STAROKRAJSKA ZIOLOWA
HERBATA, NO. 1. SEE Respondek,
Charlotte.

JONES, PHIL A., d.b.a. CUBAN LABORA-
TORIES. SEE Cuban Laboratories.

KROLIK CORPORATION.
Certified hosiery. © 1Jun26; Label
35533. Krolik Corp. (P); 12Apr54;
R128852.

Ser-Val. (Hosiery) © 1Jun26; La-
bel 35535. Krolik Corp. (P);
12Apr54; R128854.

A Ser-Val product. (Hosiery)
© 1Jun26; Label 35534. Krolik
Corp. (P); 12Apr54; R128853.

Service value. (Hosiery)
© 1Jun26; Label 35536. Krolik
Corp. (P); 12Apr54; R128855.

LA MESA. SEE Monte Vista Citrus Asso-
ciation.

LA VERNE BEAUTIES. SEE La Verne
Orange Association.

LA VERNE ORANGE ASSOCIATION.
La Verne beauties. © 1Nov26; Label
31457. La Verne Orange Assn. (P);
9Feb54; R125351.

Paul Neyron. © 1Nov26; Label
31456. La Verne Orange Assn. (P);
9Feb54; R125350.

LIBBY, MCNEILL AND LIBBY.
Sweetened condensed milk.
© 12Nov26; Label 31459. Libby,
McNeill & Libby (P); 25May54;
R130722.

Sweetened condensed milk.
© 12Nov26; Label 31460. Libby,
McNeill & Libby (P); 25May54;
R130723.

LIEDERKRANZ. SEE Schlitz (Jos.) Brew-
ing Company.

LIPTON (THOMAS J.) INC.
Tea. © 10Oct26; Label 38576.
Thomas J. Lipton, inc. (P);
12Apr54; R128684.

Tea (green label) © 10Oct26; Label
38987. Thomas J. Lipton, inc. (P);
12Apr54; R128686.

Tea (green label) © 10Oct26; Label
39050. Thomas J. Lipton, inc. (P);
12Apr54; R128688.

Tea (green label) © 10Oct26; Label
39051. Thomas J. Lipton, inc. (P);
12Apr54; R128689.

Tea (yellow label) © 10Oct26;
Label 38908. Thomas J. Lipton,
inc. (P); 12Apr54; R128685.

Tea (yellow label) © 10Oct26; Label
38988. Thomas J. Lipton, inc. (P);
12Apr54; R128687.

LONG HORN. SEE Schlitz (Jos.) Brewing
Company.

MISSION CITRUS ASSOCIATION.
Caesar. (Oranges) © 23Dec26;
Label 33258. Mission Citrus
Association (P); 8Jan54; R123651.

Cleopatra. (Oranges) © 3Jan27;
Label 31852. Mission Citrus Asso-
ciation (P); 8Jan54; R123650.

MONTE VISTA CITRUS ASSOCIATION.
Golden rule. (Oranges) © 1Mar27;
Label 33608. Monte Vista Citrus
Assn. (P); 22Mar54; R127343.
La Mesa. (Oranges) © 1Mar27;
Label 33609. Monte Vista Citrus
Assn. (P); 22Mar54; R127344.

MONTICELLO DAIRY, INC.
Monticello Dairy. (Butter)
© 24Dec26; Label 31753. Monti-
cello Dairy, inc. (P); 14Apr54;
R129324.

OLD FAITHFUL. SEE Idaho Candy Com-
pany.

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OLD HICKORY SMOKED SALT. SEE Cutler-Magner Company.

PARCEL POST EGGS. SEE Bruder Dairy Centers, inc.

PAUL NEYRON. SEE La Verne Orange Association.

PHILADELPHIA PERFECTO. SEE Bayuk Cigars, inc.

RADIANT [POLISH MOP] SEE Boyle-Midway, inc.

RESPONDEK, CHARLOTTE.

Importowana Starokrajaska Ziolkowa Herbata, no. 1. (Imported European Medical Herbs) © 8Nov26; Label 31530. Charlotte Respondek (P); 2Apr54; R128203.

RIDZ. SEE Boyle-Midway, inc.

ROOSTER. SEE Santiago Orange Growers Association.

SANTIAGO ORANGE GROWERS ASSOCIATION.

Rooster. © 1Jan27; Label 31734. Santiago Orange Growers Assn. (P); 15Mar54; R126974.

SCHLITZ (JOS.) BREWING COMPANY.

Frontenac. (Malt syrup) © 3Mar27; Label 32037. Jos. Schlitz Brewing Co. (P); 15Jun54; R131837.

Liederkrantz. (Malt syrup)

© 3Mar27; Label 32038. Jos. Schlitz Brewing Co. (P); 15Jun54; R131838.

Long Horn. (Malt syrup) © 3Mar27; Label 32039. Jos. Schlitz Brewing Co. (P); 15Jun54; R131839.

Schlitz Gold Label. (Malt syrup) © 17Jan27; Label 31823. Jos. Schlitz Brewing Co. (P); 15Jun54; R131836.

Schlitz malt syrup. © 7Jul26; Label 30954. Jos. Schlitz Brewing Co. (P); 15Jun54; R131835.

Target. (Malt syrup) © 3Mar27; Label 32040. Jos. Schlitz Brewing Co. (P); 15Jun54; R131840.

SCHLITZ GOLD LABEL. SEE Schlitz (Jos.) Brewing Company.

SCHLITZ MALT SYRUP. SEE Schlitz (Jos.) Brewing Company.

SER-VAL. SEE Krolik Corporation.

A SER-VAL PRODUCT. SEE Krolik Corporation.

SERVICE VALUE. SEE Krolik Corporation.

SWEETENED CONDENSED MILK. SEE Libby, McNeill and Libby.

TARGET. SEE Schlitz (Jos.) Brewing Company.

TEA. SEE Lipton (Thomas J.) inc.

TENMOR DERNGOOD COFFEE. SEE Dern Company, inc.

THERE'S MAGIC IN ITS FLAVOR. SEE Eskimo Pie Corporation.

'TIS GOOD. SEE Buten (M.) and Sons.

TUXEDO FINISH. SEE Cuban Laboratories.

UNCLE JOHNNY MILLS.

El Gallo. (Burlap bags containing specially prepared corn for making tortillas) © 15Jun26; Label 30763. Uncle Johnny Mills (P); 3Jun54; R131357.

El Gallo. (Specially prepared corn for making tortillas) © 15Jun26; Print 9055. Uncle Johnny Mills (P); 3Jun54; R131355.

El Toro. (Burlap bags containing specially prepared corn for making tortillas) © 15Jun26; Label 30764. Uncle Johnny Mills (P); 3Jun54; R131358.

El Toro. (Specially prepared corn for making tortillas) © 15Jun26; Print 9056. Uncle Johnny Mills (P); 3Jun54; R131356.

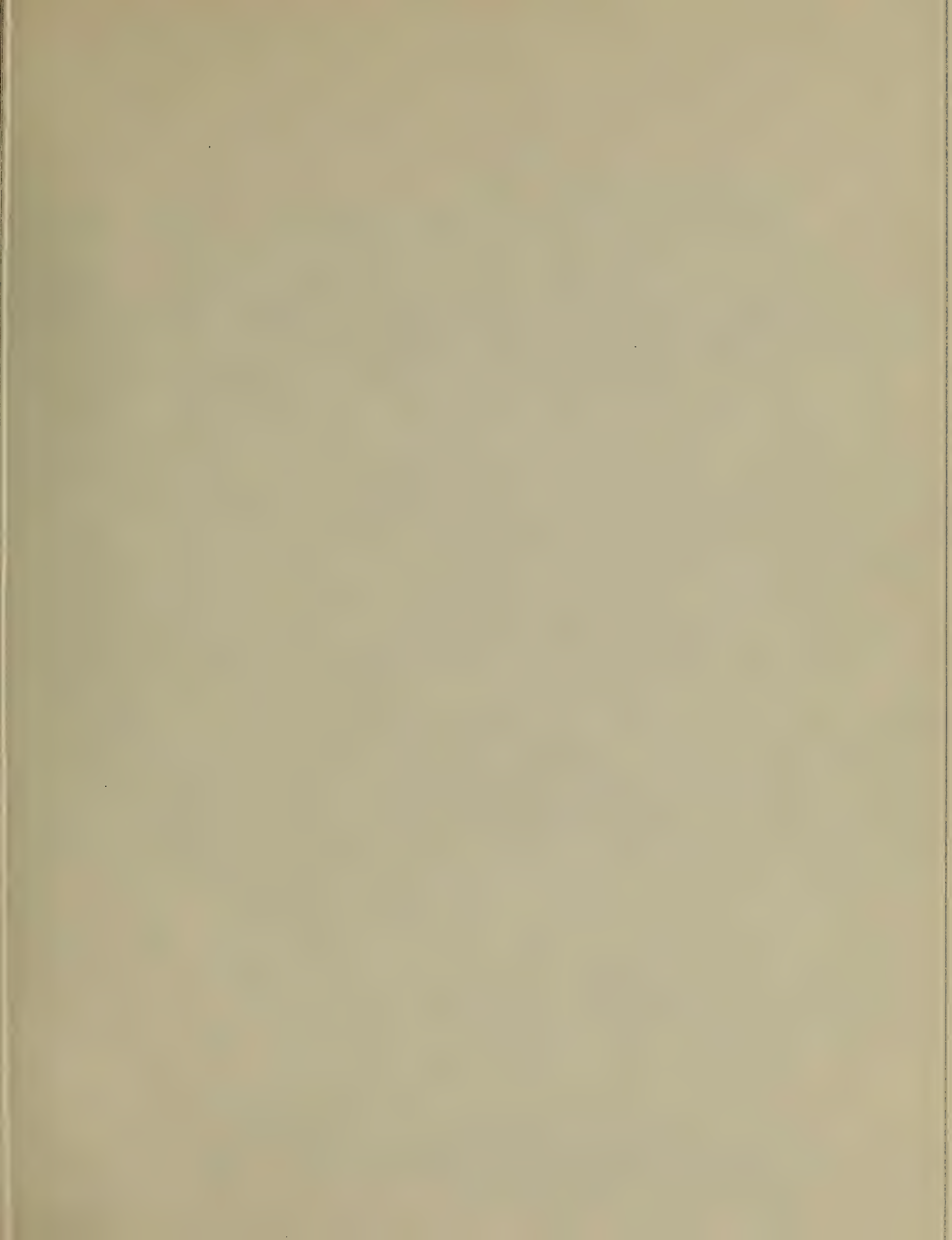
WIN-YOU JELLY. SEE Blanke-Baer Extract and Preserving Company.

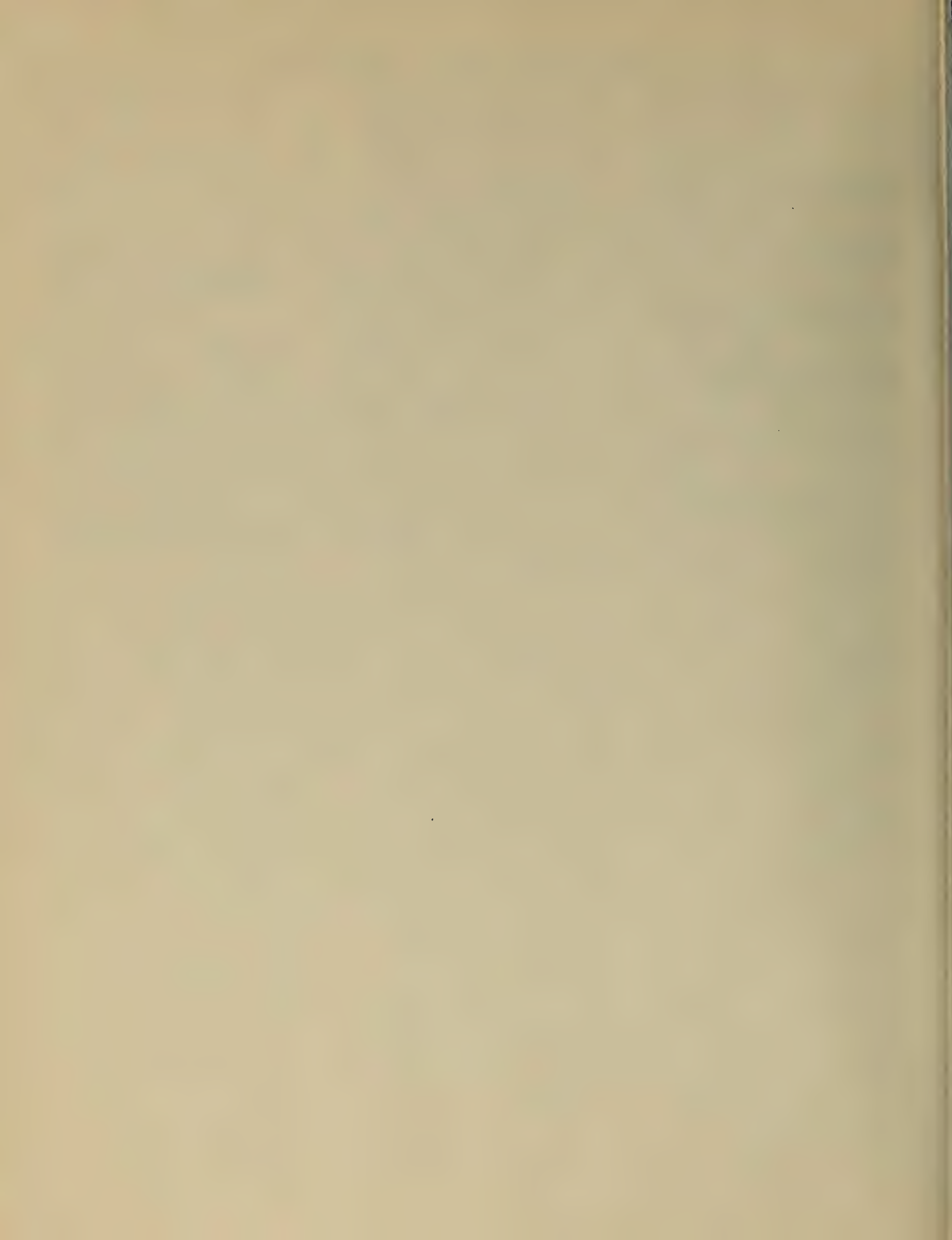
THE YEAR ROUND DESSERT. SEE Borden Company.

ZIV STEEL AND WIRE COMPANY.

Zivco. (Drill & tool steel) © 15Oct26; Label 31675. Ziv Steel & Wire Co. (P); 19Apr54; R129100.

ZIVCO. SEE Ziv Steel and Wire Company.





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VOLUME 8, PART 11B, NUMBER 2

Commercial Prints and Labels

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Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. In each case the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis. A zero immediately following the symbol (e. g., AF0, EF0) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol R does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally registered with the exception of music. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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PART 1 BOOKS AND PAMPHLETS, INCLUDING SERIALS AND CONTRIBUTIONS TO PERIODICALS	\$2. 50
A Books	
AF Books in foreign languages published abroad	
AI Books in the English language first published abroad	
B5 Contributions to periodicals	
R Renewal registrations	
PART 2 PERIODICALS	1. 00
B Periodicals	
BF Periodicals in foreign languages published abroad	
BI Periodicals in the English language first published abroad	
R Renewal registrations	
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C Lectures and other works prepared for oral delivery	
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PARTS 7-11A WORKS OF ART, REPRODUCTIONS OF WORKS OF ART, SCIENTIFIC AND TECHNICAL DRAWINGS, PHOTOGRAPHIC WORKS, PRINTS AND PICTORIAL ILLUSTRATIONS	1. 00
GP Published works of art and designs for works of art	
GU Unpublished works of art and designs for works of art	
H Reproductions of works of art published in the United States	
HF Reproductions of works of art published abroad	
IP Published drawings or plastic works of a scientific or technical character	
IU Unpublished drawings or plastic works of a scientific or technical character	
JP Published photographs	
JU Unpublished photographs	
K Prints and pictorial illustrations published in the United States	
KF Prints and pictorial illustrations published abroad	
R Renewal registrations	
PART 11B COMMERCIAL PRINTS AND LABELS	1. 00
KK Commercial prints and labels	
R Renewal registrations	
PARTS 12-13 MOTION PICTURES AND FILMSTRIPS	. 50
LP Published motion picture photoplays	
LU Unpublished motion picture photoplays	
MP Published motion pictures other than photoplays	
MU Unpublished motion pictures other than photoplays	
R Renewal registrations	

Commercial Prints and Labels

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INTRODUCTION

PART 11B lists prints and labels published in connection with the sale or advertisement of articles of merchandise or services, which were currently registered in Class K under the symbol KK. Renewal registrations of this material are also listed.

Two sections make up Part 11B. The first is an alphabetical list of currently registered works arranged under the name of the copyright claimant. Each work is described in a main entry which includes also information pertinent to the claim of copyright. When the name under which an entry is filed is followed by the copyright symbol ©, it is in the same form as is given in the application. Interfiled with these entries are references to them from the names of joint claimants, and, if given in the applications, from the names of members of partnerships, proprietors of firms, etc. Cross-references from divisions of large corporations are also included. The second section is a similar list of renewal registrations, under the names of the renewal claimants. The references in this section include cross-references from titles.

Each main entry for currently registered works includes, in addition to the name under which it is filed, the following items of information as available and applicable:

- 1) Title.
- 2) Statement of the nature of the article of merchandise or service to which the print or label relates if not indicated elsewhere in the entry.
- 3) A brief physical description of the item (labels are designated by the term "label"; prints are described by the use of such terms as "sheet," "card," etc.) followed by the name and issue date of the periodicals or newspaper in which printed, in the case of an advertisement, when this information is

available either in the application or the copy.

- 4) The copyright symbol ©.
- 5) Name of the copyright claimant when it is necessary to record essential information given in the application which cannot be included in the heading. The name of the claimant otherwise appears only in the heading followed by the copyright symbol.
- 6) Date of publication as given in the application.
- 7) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application is given first, followed by the phrase "in notice" and the data given in the work; e. g., © Richard Roe & Co.; 8Jan54 (in notice 1953); KK18846.

For renewal registrations, the main entry includes the following items of information:

- 1) Title.
- 2) A statement of the nature of the article to which the print or label relates if not indicated elsewhere in the entry.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually in abbreviated form, giving the basis of the renewal claim as supplied by the claimant; e. g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co., as proprietor of a commercial print or label.
- 6) Date of receipt of the renewal application.
- 7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a.	—also known as	(P)	—proprietor of a commercial print or label
appl.	—application		
©	—copyright symbol	pseud.	—pseudonym
ca.	—circa	pub.	—published, publishing
col.	—colored	rev.	—revised, revised by, revision
d.b.a.	—doing business as	t.a.	—trading as
l.	—leaf, leaves	v., vol.	—volume, volumes
NM	—new matter		
p.	—page, pages		

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1954

Commercial prints and labels	5, 096
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The above figures represent the number of registrations for commercial prints and labels for July–December 1954, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

An alphabetical list of prints and labels published in connection with the sale or advertisement of articles of merchandise or services, registered during the period covered by this issue. Each registration is entered under the name of the copyright claimant. Brief entries in the form of cross-references from other names associated with the claim of copyright in the works and from variant forms of names are interfiled with the main entries.

A

A. AND S. STEEL RULE DIE CORPORATION. ©

A. & S. electrode electronic sealing guide. Sheet. Appl. author: Theodore Shaw. © 2Apr54; KK102165.

A-1 MANUFACTURING COMPANY. ©

Angeles Jean slacks with bonded double knees. (Boys trousers) Label. © 16Aug54; KK99382.

Angeles no-rivet jeans with bonded double knees. (Boys trousers) Label. © 16Aug54; KK99383.

AP PARTS CORPORATION. ©

Did winter make your car a gas chamber? AP muffler. (In the Saturday evening post) Appl. author: Gus H. Bobertz. © 10Apr54; KK98862.

Engineers increase horsepower by improving engine breathing. AP mufflers. (In Jobber topics, July 1954, p. 126-127) Appl. author: Gus H. Bobertz. © 1Jul54; KK98703.

Engineers increase horsepower by improving engine breathing. Retail vehicle sales, Jan.-Mar. 1954-53. (In Motor, June 1954, p. 132-133) Appl. author: Gus H. Bobertz. © 15Jun54; KK98159.

How I keep my car in condition, by Duane Carter. Miracle Power [additive] (In Jobber topics) Appl. author: Gus H. Bobertz. © 15Jun54; KK98158.

How I keep my car in shape, by Tommy Hinnershitz. Miracle Power additive: (In Mechanix illustrated, Aug. 1954, p. 207) Appl. author: Gus H. Bobertz. © 23Jul54; KK99649.

How I stopped comebacks on engine overhauls, by Bob Phelps. Miracle Power [additive] (In Automotive service digest, Aug. 1954, p. 12) Appl. author: Gus H. Bobertz. © 15Aug54; KK99648.

How I stopped comebacks on engine overhauls, by Bob Phelps. Miracle Power [additive] (In Jobber topics, Sept. 1954, p. 145) Appl. author: Gus H. Bobertz. © 15Sep54; KK100742.

How your dealers can earn \$2000 extra this year. AP muffler. (In Jobber topics, May 1954, p. 138-139) Appl. author: Gus H. Bobertz. © 15May54; KK98680.

The secret of today's horsepower, better breathing engines. AP mufflers. (In Motor, Apr. 1954, p. 178-179) Appl. author: Gus H. Bobertz. © 1Apr54; KK98859.

Stop valve troubles with Miracle Power [additive] (In Farm journal, July 1954, p. 47) Appl. author: Gus H. Bobertz. © 15Jun54; KK98704.

Why stock all these additives, when you know Miracle Power is right? (In Ford dealer news, Sept. 1954, p. 21) Appl. author: Gus H. Bobertz. © 25Sep54; KK100741.

A-TREAT BOTTLING COMPANY.

A-Treat Slenderella, sugar-free, non-fattening, ginger ale flavored beverage. Contents full quart. Label. Appl. author: John Egizio. © John & Joseph Egizio, co-owners t.a. A-Treat Bottling Co.; 27Dec54; KK102784.

ABBOTT LABORATORIES. ©

El Amebacilín se suministra en frascos de 30, 50 y 100 cápsulas de 10 mg. (Pharmaceuticals) Folder. Appl. author: Thomas S. Bird. © 31Jul54; KK98958.

Blutene chloride, to turn back the tide of functional uterine bleeding. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 20Sep54; KK100367.

Dear Doctor ... New Filmtab Erythrocin stearate. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 9Sep54; KK100177.

Filmtab Erythrocin Stearate. (Pharmaceutical) Blotter. Appl. author: C. S. Downs. Aug. 1954. © 2Aug54; KK98982. Sept. 1954. © 1Sep54; KK99745. Oct. 1954. © 30Sep54; KK100364. Nov. 1954. © 29Oct54; KK101876. Dec. 1954. © 23Nov54; KK102422.

Fluid & electrolyte balance. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 9Jul54; KK99752.

He's heard the call for Vi-Daylin. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 12Nov54; KK101993.

A new, improved B complex formula in the new unival. Bejectal, improved with vitamin C. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 18Oct54; KK101975.

Obstetrical amnesia, one of the 44 uses for short-acting Nembutal. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 15Dec54; KK102712.

Región antecubital izquierda venas y nervios subcutáneos. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 22Sep54; KK100428.

Sedentary Harry is a mealtime canary. Dayalets. (Pharmaceutical) Folder. Appl. author: C. S. Downs. © 3Sep54; KK99788.

ABRAMS, MORRIS and RICHARD A. WEIL, d.b.a. WEIL SALES AND SERVICE COMPANY. SEE Weil Sales and Service Company.

ACME CHEMICAL COMPANY. ©

The care of asphalt tile. 8 p. Appl. author: George J. Halaska. © 1Dec54; KK102217.

For a fast start on new life for your boiler or heater, Acme Scale Purge. (Sanitation-maintenance products) Sheet. Appl. author: George J. Halaska. © 8Nov54; KK101476.

It's easy to strip old wax from asphalt tile, when you use Acco-Kleen. Acco-Kleen wax remover. Sheet. Appl. author: George J. Halaska. © 8Nov54; KK101475.

Keep these thieving rascals out of your boiler with Rustoscale and Thermox. (Maintenance products) Blotter. Appl. author: George J. Halaska. © 1Dec54; KK102588.

Stop scraping flues to loosen soot-scale. Thermox. (Sanitation products) Folder. Appl. author: John V. Halaska. © 1Dec54; KK101980.

Toilets to wipe? Leave it to Swype, and save hours of cleaning time. Swype for toilets. Sheet. Appl. author: George J. Halaska. © 8Nov54; KK101474.

Urinal odors? Rust stains? Never a problem here, we use Solvin and the easy one-two-three routine. Solvin for urinals. Sheet. Appl. author: George J. Halaska. © 8Nov54; KK101477.

ACTANE CHEMICAL COMPANY.

Actane compound, harmless to all known metals. Contents 1 pint. Label. © Stanley Huslin, t.a. Actane Chemical Co.; 17Jan52; KK98011.

ACTON MANUFACTURING COMPANY, INC. ©

Make this a cooler Christmas. (In the Coca-Cola bottler, Oct. 1954, p. 18) Appl. author: William Herbert McDaniel. © 15Oct54; KK100890.

The star performer of 1954. Acton's 201 deluxe cooler. (In the Coca-Cola bottler, Aug. 1954, p. 18) Appl. author: William Herbert McDaniel. © 15Aug54; KK99486.

To sell more Coca-Cola this year and every year, offer Acton portable coolers through your regular retail outlets. Folder. © 2Aug54; KK98972.

AD SCRIBE.

Everyone enjoys eating out. (Restaurant promotion) (In the Canton repository, Canton, Ohio, Sept.

AD SCRIBE. Cont'd.
26, 1954, p. 40) © R. L. Rainey,
d.b.a. Ad Scribe; 26Sep54;
KK100337.

ADAMS, F. E. ©
If you don't need it, get rid of it.
(Advertising promotion) Sheet.
© 5Nov54; KK101572.

ADAMS SEWING MACHINE COMPANY. ©
Place double V grip cutter to side
of bobbin, winder 2 inches from
bobbin winder spindle. Sheet.
Appl. authors: R. S. Berry & Rich-
ard T. Meissner. © 19Nov54;
KK102031.

ADDRESSOGRAPH-MULTIGRAPH CORPORA-
TION. ©
Addressograph mechanizes any repeti-
tive writing job. (Office equip-
ment) (In Dun's review and modern
industry, Sept. 1954, p. 126)
Appl. author: Charles Farran.
© 10Sep54; KK101043.

A few words about two words. (Of-
fice equipment) (In Newsweek,
July 12, 1954, p. 63) Appl. au-
thor: Charles Farran. © 8Jul54;
KK98222.

Multigraph performs paperwork magic
for you. (Office equipment) (In
Dun's review and modern industry,
Sept. 1954, p. 127) Appl. au-
thor: Charles Farran. © 10Sep54;
KK101044.

Multilith short run Duplimat masters.
(Duplicating paper) Label. Appl.
author: Henry L. Metz. © 5May54;
KK98935.

This is the story of Multilith low
cost, and how you get truly econ-
omical duplicating with certified
Multilith [office] supplies. (In
Offset duplicator review, Aug.
1954, p. 24-25) Appl. author:
Charles Farran. © 15Aug54;
KK100161.

This is the story of Multilith re-
search, that guarantees consistent
quality results from certified
multilith coffee supplies. (In
Offset duplicator review, June
1954, p. 26-27) Appl. author:
Charles Farran. © 15Jun54;
KK97782.

This is the story of Multilith sim-
plicity, that makes quality dupli-
cating a routine with certified
Multilith [office] supplies. (In
Offset duplicator review, July
1954, p. 24-25) Appl. author:
Charles Farran. © 15Jul54;
KK99180.

This is the story of your home town
Multigraph organization, and the
part it plays in your business.
(Office equipment) (In Offset
duplicator review, Sept. 1954, p.
32-33) Appl. author: Charles
Farran. © 15Sep54; KK101085.

ADLER, ALBERT, t.a. ADMARK. SEE Ad-
mark.

ADLER, CURTIS. ©
Pictorial illustration of Smith,
Schmidt, Smythe, Eisenhower [and
7 others] and story explaining
pictorial illustration. (Station-
ery, greeting cards & paper prod-
ucts) Sheets. © 9Jul54;
KK98505.

ADMARK.
A double feature you can't afford to
miss. Egyptian head Queen of the
Nile Scarab jewelry. (In the Jew-
elers' circular-keystone, Aug.
1954, p. 159) © Albert Adler,
t.a. Admark; 1Aug54; KK99749.

ADOLPH'S, LTD. ©
Adolph's makes all meat more tender.
New food discovery cuts meat
costs. (In True story, Nov. 1953,
p. 119) Appl. author: Lloyd Rig-
ler. © 7Oct53; KK100963.

Behold the tenderness of even the
brave bull when sprinkled with
Adolph's. Adolph's makes all meat
more tender. Sheet. Appl. au-
thor: Lloyd E. Rigler. © 10Aug54;
KK99111.

Save as much as 25¢ a pound, use
Adolph's and serve roast beef at
pot roast prices. (Meat tender-
izer) (In Parents' magazine, Nov.
1953, p. 141) Appl. author:
Lloyd Rigler. © 25Oct53;
KK100964.

ADRIENNE'S.
An entirely new idea; good blouse
grooming. Slim Line blouse Tach-
ees, anchors your blouse securely
and neatly. Label. Appl. au-
thor: Roy A. Franke. © Adrienne's,
Porcelene, inc., owner; 25Aug54
(in notice: 1953); KK100219.

Good news for good grooming. Slim
Line blouse Tach-ees, anchors your
blouse securely in place, yet
gives you freedom-action. Folder.
Appl. author: Roy A. Franke.
© Adrienne's, Porcelene, inc.,
owner; 28Jul54 (in notice: 1953);
KK99194.

Slim Line blouse Tach-ees anchors
your blouse securely and neatly,
yet gives freedom-action. Sheet.
Appl. author: Roy A. Franke.
© Adrienne's, Porcelene, inc.,
owner; 28Jul54 (in notice: 1953);
KK99195.

ADVANCE ALUMINUM CASTINGS CORPORA-
TION. ©
The standard of excellence. A must.
G-2 alloy. (Waterless cookware)
Label. © 29Sep54; KK101617.

ADVERTISING COUNSELORS, INC. ©
It's the video game for fun & prizes.
Ocoma Foods Company. (Poultry)
Card. Appl. title: Video-game
participant's card. Appl. author:
Wilbur Jacob Abrams. © 13Aug54;
KK101943.

AEROQUIP CORPORATION. ©
Aeroquip detachable, reusable chosed
fittings. 25 pieces. Label.
© 1Jun54; KK98409.

AHLBERG BEARING COMPANY. ©
The Ahlberg Smith-Nobak device.
(Ball bearings) Folder.
© 1Jun54; KK98178.

AIELLO DAIRY FARMS COMPANY. ©
Aiello Italian Maid brand mozza-
rella-ricotta [cheese] 1/2 lb.
net weight. Label. Appl. au-
thor: Vincent Rossini Advertising
Agency. © 30Dec53; KK101752.

AIR DEVICES, INC. ©
Agitair high velocity type FM perma-
nent cleanable air filters. Pam-
phlet. Appl. author: Cortland N.
O'Day. © 31Aug54; KK99886.

Another Agitair for better air.
(Circular air diffusers) Folder.
Appl. author: Cortland N. O'Day.
© 29Jul54; KK98964.

AIR-SHIELDS, INC. ©
Announcing the Jefferson ventilator.
(Mechanical respirator) Folder.
Appl. author: Molly G. Armstrong.
© 8Nov54; KK101841.

AIRCRAFT-MARINE PRODUCTS, INC. ©
All electric A-MP dyna-crimp power
unit. Special instructions 311-
24. Sheet. © 12Jan54; KK100135.

A-MP crimping head. Special in-
structions 311-28. Sheet.
© 26Jan54; KK100132.

A-MP directional valve cutter &
crimper. Special instructions
311-26. Sheet. © 26Jan54;
KK100133.

AMP double action hand tool. In-
struction sheet no. IS-1556.
© 4Mar54; KK100196.

AMP double action hand tools. In-
struction sheet no. IS-1555.
© 17Feb54; KK100197.

A-MP electro-hydraulic tool with
cutter attachment. Special in-
structions 311-25. Sheet.
© 12Jan54; KK100134.

A-MP hand hydraulic tool. IS-1591.
Sheet. © 31Mar54; KK100191.

A-MP hand hydraulic tools. Instruc-
tion sheet no. IS-1590.
© 24Mar54; KK100192.

A-MP hand tool for faston terminals.
IS-1600. Sheet. © 9Jun54;
KK100199.

A-MP hand tool for taper terminals.
IS-158. Sheet. © 20Jan54;
KK100198.

A-MP hand tool no. 47106, for insu-
lation piercing I B M terminals.
IS-1582. Sheet. © 8Sep54;
KK100193.

The AMP-mobile; mobile demonstration
unit, latest wire termination
techniques. Folder. © 28Jul54;
KK99665.

A-MP taper pins for AN type connec-
tors. Card. © 17Sep54;
KK100190.

Assembly (head & dies) and crimping
procedures (terminals) Ampli-Bond
& aluminum applications. Instruc-
tion sheet no. IS-1592-1593.
© 17May54; KK100189.

Crimping head 69057, for AMP Dyna-
Crimp tool. IS-1564. Sheet.
© 21Jun54; KK100194.

Crimping head 69060, for AMP Dyna-
Crimp tool. IS-1563. Sheet.
© 12Jan54 (in notice: 1953);
KK100195.

Don't miss it. The AMP-mobile will
visit your plant. (Electrical
equipment) Sheet. © 21Jun54;
KK98610.

Less cube and cost with added reli-
ability. (Taper pin samples)
Sheet. © 24Nov54; KK102352.

New AMP pressure-type waterproof
splice, for WD-1 Signal Corps
field wire. Folder. © 14May54;
KK98607.

Now a complete line. A-MP Faston
connectors. Folder. © 24Nov54;
KK102366.

Now a complete line of A-MP Faston
connectors. © 30Jun54; KK101219.

Samples of A-MP's new taper tech-
nique. (Taper pins) Envelope.
© 18Aug54; KK100136.

Splicing shielded cable using A-MP
hand tools. Special instructions
311-32. Sheet. © 9Jun54;
KK100130.

Visual inspection of A-MP solistrand
crimps. Special instructions
311-29. Sheet. © 22Mar54;
KK100131.

ALADDIN INDUSTRIES, INC. ©
Aladdin Hy-Lo workman's lunch kits.
Economy, quality, angler, Hopalong
Cassidy, Space Cadet, plaid [vac-
uum bottles] Catalog sheets.
Appl. author: William Hart Adler,
inc. © 22Mar54; KK100918.

ALBERS MILLING COMPANY. ©
Friskies dog food guards against
hidden hunger. (In Los Angeles
examiner, Sept. 23, 1954, p. 10)
Appl. author: A. Culver Boyd, Jr.
© 23Sep54; KK100118.

ALCO PUBLICATIONS. ©
Confederate Air Force (unlimited)
Materials price list. (Identifi-
cation cards, certificates, glass-
ware & personal items) Folder.
Appl. author: William Thomas
Alvis; owner, Alco Publications;
© 16Nov54; KK102386.

ALDAN RUBBER COMPANY. ©
Aldanack. Folder.
v. 16, no. 6. © 16Jun54;
KK98126.

- v. 16, no. 7. © 20Jul54;
KK98743.
v. 16, no. 8. © 19Aug54;
KK100058.
v. 16, no. 9. © 20Sep54;
KK100915.
v. 16, no. 10. © 21Oct54;
KK101840.
v. 16, no. 11. © 17Nov54;
KK102378.

ALEGRIA, JOHN J., AND JAMES H. GOULD-
EN, d.b.a. KMA MANUFACTURING COM-
PANY. SEE KMA Manufacturing Com-
pany.

ALL-JERSEY MILK PRODUCTS OF CALIFOR-
NIA, INC. ©
When Grandpa was a farmer boy, the
family cow was a Jersey. (In Sac-
ramento bee, Sacramento, Calif.,
June 30, 1954, p. 3) Appl. au-
thor: Beaumont & Hohman, inc.
© 30Jun54; KK98154.

ALL-POWER MANUFACTURING COMPANY. ©
All-Power is again first in produc-
ing a new style ... Beautyflex
polyethylene plastic [dishes]
Catalog no. 406-B-54. Sheet.
© 8Mar54; KK99465.
Beautyflex non-breakable [plastic]
salad and all purpose utility
bowl. Cat. no. 89-54. Sheet.
© 8Mar54; KK99462.

ALLEN, HARRY J., d.b.a. MASTER
MECHANIC MANUFACTURING COMPANY,
INC. SEE Master Mechanic Manu-
facturing Company, inc.

ALLEN'S CARPET LAND.
Comparison proves Allen's complete
carpet plan is dollars cheaper.
(In San Francisco examiner, Apr.
25, 1954, p. 36) © Milton Kler,
d.b.a. Allen's Carpet Land;
25Apr54; KK98577.

ALLIED HARDWARE AND METAL SPECIALTIES,
INC. ©
Showcase hardware, cabinet hardware
... Sheet. Appl. author: Hilary
Chrast. © 6Dec54; KK102186.

ALLIGATOR COMPANY. ©
It's so true, an alligator coat
makes sense. It's the coat you'll
live in, rain, sun, cold, at just
\$8.50 to \$49.75. (In Life, Oct.
4, 1954, p. 57) Appl. author:
Ruthrauff & Ryan. © 4Oct54;
KK100913.

ALLSTATE INSURANCE COMPANY. ©
Dead end kids. Tom Wilson and his
teenage friends ... (In the Sat-
urday evening post, Sept. 25,
1954, p. 110) © 22Sep54;
KK100486.
Dead sure driver. Harry Kirk took a
big bite of his hamburger as he
swung the car out of the drive-in
onto the highway. (In the Satur-
day evening post, Oct. 9, 1954, p.
112) © 6Oct54; KK100731.
Snuffed out by a cigarette. Charley
Morrison yawned as he casually
guided his car through the morning
traffic. (In the Saturday evening
post, Sept. 11, 1954, p. 92)
© 5Sep54; KK99742.
Whatever happens, you're in good
hands with Allstate auto insur-
ance. [Busy traffic in front of
school] (In the Saturday evening
post, Sept. 25, 1954, p. 111)
© 22Sep54; KK100485.
Whatever happens, you're in good
hands with Allstate auto insur-
ance. [Children running from
playground] (In the Saturday
evening post, Sept. 11, 1954, p.
93) © 5Sep54; KK99743.
Whatever happens, you're in good
hands with Allstate auto insur-
ance. [Highway scene] (In the

Saturday evening post, Oct. 9,
1954, p. 113) © 6Oct54;
KK100732.

ALPE (EDWARD J.) CORPORATION.
Dear Householder: Your Tele-Label
(enclosed) is a listing of reli-
able business and emergency tele-
phone numbers in your city. (Gen-
eral merchandise & services)
Sheet. © Edward J. Alpe, Edward
J. Alpe Co., both doing business
under the ownership of Edward J.
Alpe Corp.; 1Apr54; KK100264.
Enterprise City emergency telephone
numbers. (General merchandise &
services) Label. © Edward J.
Alpe Co., Edward J. Alpe, sole
owner; 1Sep53; KK95118.
Lincoln emergency and service tele-
phone numbers. (General merchan-
dise & services) Label. © Ed-
ward J. Alpe, Edward J. Alpe Co.,
both owned & operated by Edward J.
Alpe Corp.; 1Mar54; KK100263.
The Tele-Label system places your ad
here. (General merchandise &
services) Folder. © Edward J.
Alpe, Edward J. Alpe Co., both
owned & operated by the Edward J.
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The National Tele-Label system.
(General merchandise & services)
Sheet. © Edward J. Alpe, and/or
Edward J. Alpe Co., both owned &
operated by Edward J. Alpe Corp.;
15May54; KK100261.

ALSTON STUDIOS, INC. ©
Billfold album. (School photo-
graphs) Label. © 7Oct54;
KK101404.

ALTHEIMER AND BAER, INC. ©
Do it yourself, save 2/3. 53 pro-
fessional tools including wood &
peg board, wall case & hooks.
All-Timer. (In the Bristol herald
courier, Bristol, Va., Sept. 9,
1954, p. 12) © 9Sep54; KK101006.
84 piece American Flyer electric
\$42 value-elevated trestle train
set. (In Dixie, times-Picayune
States roto magazine, Oct. 24,
1954, p. 5) Appl. author: Milton
L. Altheimer. © 24Oct54;
KK101422.
5 power tools in 1. All-Timer. (In
Rochester democrat & chronicle)
Appl. title: 5 in 1 power work-
shop. Appl. author: Milton L.
Altheimer. © 10Oct54; KK101424.
45 piece socket & wrench set. (In
San Antonio light) Appl. author:
Milton L. Altheimer. © 19Sep54;
KK101423.
Here's another feature from Ru-
dolph's grand opening celebration.
Camfield automatic coffeemaker.
(In the Ithaca journal, Ithaca,
N. Y.) Appl. author: Milton L.
Altheimer. © 24Sep54; KK100835.
Look what you get for \$1 down. Dor-
meyer deep-fry fryer and cooker,
Dormeyer portable mixer, new
Scotch Tartan plaid pattern din-
nerware service for 8. (In the
Morning herald, Hagerstown, Md.,
Apr. 30, 1954, p. 3) © 30Apr54;
KK101011.
Look what you get for \$1 down. Pow-
er tool, heavy duty saw, socket
wrench set. (In the Courier-jour-
nal, Louisville, Ky., Sept. 12,
1954, p. 5) Appl. author: Milton
J. Altheimer. © 12Sep54; KK100299.
New Dormeyer completely automatic
electric coffeemaker. (In the

Bellefontaine examiner, Bellefon-
taine, Ohio, Aug. 12, 1954, p. 5)
© 12Aug54; KK101007.

The new improved electric Dormeyer
mixer-grinder-juicer. (In the
Evening sun, Baltimore) Appl.
author: Milton L. Altheimer.
© 17Sep54; KK100834.
New scientific discovery, chip
proof, crack proof, color proof
unbreakable dinnerware service
for 8. All-Timer. (In the News,
Lynchburg, Va., Sept. 10, 1954,
p. 4) © 10Sep54; KK101009.
9 x 12 foot rayon face rug. All-
Timer Waltham. (In the Milwaukee
journal, Sept. 12, 1954, p. 22)
© 12Sep54; KK101005.
91 pc. socket wrench and tool set.
(In the Tupelo daily journal,
Tupelo, Miss., July 16, 1954, p.
15) © 16Jul54; KK100833.
119 pc. service for 8. All-Timer
Wedgerose dinnerware, glassware,
silverware. (In the Gastonia ga-
zette, Gastonia, N. C.) Appl.
author: Milton L. Altheimer.
© 9Sep54; KK100836.
Takes pictures indoors or outdoors
... Twin lens reflex flash camera
outfit. (In the Wichita daily
times, Wichita Falls, Tex., Apr.
21, 1954, p. 14 A) © 21Apr54;
KK101010.
Twin speaker, bass reflex, high fi-
delity portable hi fi phonograph &
radio. All-Timer. (In the Hamil-
ton journal, Hamilton, Ohio, Sept.
10, 1954, p. 27) © 10Sep54;
KK101008.

ALTNOW, GEORGE GUSTAV.
Pacific Wire-Grams. SEE Pacific
Wire Works Company.

ALUMINUM CHAIN CORPORATION. ©
Beautiful decorative chain is ready.
Sheet. Appl. author: J. Jay Ful-
ler. © 12Aug54; KK99065.

ALUMINUM COMPANY OF AMERICA. ©
Doubles profit, doubles yield with
portable irrigation. Alcoa.
(Farm irrigation pipe) (In Market
growers journal, July 1954, p. 1)
Appl. author: Ross B. Whidden.
© 25Jun54; KK98184.

Irrigates hilly acreage with port-
able irrigation. Alcoa. (Farm
irrigation pipe) (In Market
grower's journal, Sept. 1954, p.
9) Appl. author: Ross B. Whid-
den. © 25Aug54; KK99833.

Saves water, doubles crops with
portable irrigation. Alcoa.
(Farm irrigation pipe) (In West-
ern farm life, Nov. 1, 1954, p.
17) Appl. author: Ross B. Whid-
den. © 1Nov54; KK101487.

\$6500 portable irrigation system
pays for itself in two seasons.
Alcoa. (Farm irrigation pipe)
(In Country gentleman, June 1954,
p. 44) Appl. author: Ross B.
Whidden. © 26May54; KK99098.

AMANA REFRIGERATION, INC. ©
All food plans have two parts, the
food and the freezer. (In Sunset,
Apr. 1953, p. 144) © 25Apr53 (in
notice: 1952); KK100622.

AMARAL, JOSE S., ESTATE OF, d.b.a.
LISBON SAUSAGE COMPANY. SEE Lis-
bon Sausage Company.

AMAX INDUSTRIAL CORPORATION. ©
Regarding installation see your
dealer or service man. How to
connect and use Sound-Pilot.
(Electronic remote control & lis-
tening device for TV & radio)
Sheet. Appl. author: Alfred M.
Thurnauer. © 12Nov54; KK101753.

AMERICAN BAKERS ASSOCIATION. ©

July is picnic month, and picnics can mean big business for you. [2-color promotion of bread] (In Super market merchandising, May 1954, p. 104-105) Appl. author: James J. Drain. © 1May54; KK97846.

AMERICAN BEAUTY MACARONI COMPANY. ©

American Beauty Chili-Roni. Net weight: 7 ounces. Label. Appl. author: P. F. Vagnino. © 10Aug54; KK101090.

AMERICAN BRAKE SHOE COMPANY. ©

Fourth of July, America takes to the highways. American Brake-blok [brake lining] (In Super service station, June 1954, p. 49) Appl. author: Edwin J. Howe. © 15Jun54; KK98206.

Here it is. The first national advertisement in American Brake-blok's spring and summer sales program. (Brake lining) (In Jobber topics, Apr. 1954, p. 250-251) Appl. author: Edwin J. Howe. © 15Apr54; KK98185.

New, Kellogg-American 15-20 hp air compressors. (Brake lining) (In Motor, Aug. 1954, p. 175) Appl. author: Edwin J. Howe. © 15Aug54; KK99604.

No rivets, new type brake reline lasts 1/3 longer. American Brake-blok. (In Pathfinder, the town journal, May 1954, p. 90) Appl. author: Edwin J. Howe. © 19Apr54; KK98183.

AMERICAN BREEDERS SERVICE. ©

Which bull stud? When you choose, remember this, ABS raises production twice as much as competitors. (Artificial breeding) (In Western dairy journal, June 1, 1954, p. 47) Appl. author: Ruthrauff & Ryan, inc. © 1Jun54; KK97984.

AMERICAN DIAMOND SAW SALES. ©

Confidential, for abrasive salesmen only. How to sell Cone-Loc Drum sanders. Pamphlet. Appl. author: Bob Hargreaves. © 30Jun54; KK97969.

AMERICAN DISTILLING COMPANY. ©

Bourbon Supreme straight bourbon whiskey. Label. Appl. author: Vince Adams. © 15Feb53; KK101401.

AMERICAN FLEXIBLE COUPLING COMPANY. ©

The Amerigear patented fully crowned tooth form, is the source of high misalignment capacity in Amerigear couplings. Another engineered application of Amerigear flexible couplings for aircraft. (In SAE journal, Aug. 1954, p. 178-179) Appl. author: The Lee Donnelley Co. © 5Aug54; KK102563.

The Amerigear patented fully crowned tooth form, is the source of high misalignment capacity in Amerigear couplings. Solve power transmission problems for wide variety of metal working equipment. (In Mechanical engineering, Aug. 1954) Appl. author: The Lee Donnelley Co. © 1Aug54; KK102561.

In this modern age, with its unprecedented usage of power, this gear tooth form is accomplishing wonders in the transmission of power. (In Newsweek, July 19, 1954, p. 49) Appl. author: The Lee Donnelley Co. © 19Jul54; KK102564.

Spindle drives between rolls and pinions, obtain optimum operating efficiency with Amerigear high misalignment capacity gear-type couplings, having patented tooth form teeth. (In Iron and steel engineer, Aug. 1954, p. 158-159) Appl. author: The Lee Donnelley Co. © 20Aug54; KK102560.

AMERICAN GEAR AND MANUFACTURING COMPANY. ©

Tomorrow's transmission today. Plan-Gear transmission. Compound planetary type. Folder. Appl. author: Reincke, Meyer & Finn, inc. © 12Jul54; KK98194.

AMERICAN LIQUID GAS CORPORATION. ©

ALGAS converter model 1900, for all butane-propane conversions on all internal combustion engines up to 75 h. p. [General installation instructions] Sheet. © 1Sep54 (in notice: 1953); KK100748.

General installation instructions for ALGAS converters. Models 1570-E, 1500-M, 1500-P. Sheet. © 1Sep54; KK100746.

New, low cost load power for your industrial trucks. Folder. © 1Sep54; KK100747.

AMERICAN MACHINE AND METALS, INC.

Troy puts the extra in extractors. (Laundry machinery) (In Linen supply news, Oct. 1954, p. 43) Appl. author: James A. Condon. © Troy Laundry Machinery, division of American Machine & Metals, inc.; 15Oct54; KK101682.

AMERICAN MOLASSES COMPANY. ©

Sucrest pure cane extra fine sugar. Net weight 1 lb. 9 oz. Label. © 7Sep54; KK100658.

Sucrest sugar. Bottlers pure cane sugar. 100 lbs. net. Label. © 12Aug54; KK99776.

Sucrest sugar. Canners special. 100 lbs. net. Label. © 12Aug54; KK99775.

AMERICAN MOTORS CORPORATION. ©

No. 1 value in fine cars. Nash Ambassador Country Club. (In the New York times, Oct. 19, 1954, p. 11) Appl. author: Geyer Advertising, inc. © 19Oct54; KK100857.

AMERICAN OPTICAL COMPANY. ©

We've been saying eye accidents average \$5.00 per employed worker, here's one that cost \$1800. (Safety products) (In Business week, July 10, 1954, p. 16) Appl. author: Frank L. Keller. © 10Jul54; KK99339.

AMERICAN PEARL BUTTON COMPANY. ©

Pearl-ets, fun for everyone. Label. Appl. author: Theodore Barhydt Bailey. © 2Jul54; KK98504.

AMERICAN POP CORN COMPANY. ©

Jolly Time giant yellow hullless pop corn. Net weight 10 ounces. Label. Appl. author: Jim Nash. © 10Sep54; KK100544.

Jolly Time white hullless pop corn. Net weight 10 ounces. Label. Appl. author: Jim Nash. © 10Sep54; KK100545.

AMERICAN ROAD EQUIPMENT COMPANY. ©

American model 30 4-way Hi-lift loader. Owners manual, installation instructions and parts list. Bulletin no. 301. 44 p. © 29Sep54; KK101291.

Contractors find American model 40 a Hercules for lifting. Folder. © 22Jul54; KK98586.

AMERICAN TOBACCO COMPANY. ©

American's big 3 lead in sales. Lucky Strike, Pall Mall, Herbert Tareyton. (In Chain store age, Nov. 1954, p. 22) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Oct54; KK102254.

Better taste begins on the farm. Grading tobacco, leaf by leaf, by Joseph Hirsch. Lucky Strike. (In Farm and ranch-southern agriculturist, Jan. 1954, p. 3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Dec53; KK97744.

Better taste begins on the farm.

Scouting the crop before auctions open, by Georges Schreiber. Lucky Strike. (In Farm & ranch, May 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Apr54; KK98373.

Better taste begins on the farm.

Sticks of fine, ripe tobacco, by Georges Schreiber. Lucky Strike. (In Farm & ranch, Mar. 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Feb54; KK98374.

Filter tip smokers are telling each other, filter tip Tareyton gives you true tobacco taste and real filtration too. Herbert Tareyton. (In Boston traveler, Oct. 18, 1954, p. 5) Appl. author: The M. H. Hackett Co. © 18Oct54; KK101303.

Filter tip smokers, here's a superior filter that gives you true tobacco taste. Herbert Tareyton. (In Boston traveler, Sept. 20, 1954, p. 10) Appl. author: The M. H. Hackett Co. © 20Sep54; KK100411.

Filter tip smokers, here's that true tobacco taste you've been looking for. Herbert Tareyton. (In Boston traveler, Oct. 11, 1954, p. 32) Appl. author: The M. H. Hackett Co. © 11Oct54; KK101356.

Filter tip smokers, here's the true taste of fine tobacco. Herbert Tareyton. (In Boston traveler, Sept. 27, 1954, p. 5) Appl. author: The M. H. Hackett Co. © 27Sep54; KK100482.

Filter tip smokers, here's the true tobacco taste you've been looking for. Herbert Tareyton. (In Boston traveler, Aug. 30, 1954, p. 5) Appl. author: The M. H. Hackett Co. © 30Aug54; KK101645.

Filter tip smokers, here's the true tobacco taste you've been missing. Herbert Tareyton. Now for the first time ... (In Boston traveler, Sept. 7, 1954, p. 10) Appl. author: The M. H. Hackett Co. © 7Sep54; KK100410.

Filter tip smokers, here's the true tobacco taste you've been missing. Herbert Tareyton. Tareyton's new selective filter is smooth and easy-drawing. (In Boston traveler, Oct. 4, 1954, p. 3) Appl. author: The M. H. Hackett Co. © 4Oct54; KK101302.

Good news for filter tip smokers. Herbert Tareyton with the new selective filter and famous Tareyton quality ... (In the New York times, Sept. 9, 1954, p. 26) Appl. author: The M. H. Hackett Co. © 9Sep54; KK102530.

Good news for filter tip smokers. Herbert Tareyton with the new selective filter ... brings you real filtration and smoking satisfaction. (In Boston traveler, Sept. 13, 1954, p. 14) Appl. author: The M. H. Hackett Co. © 13Sep54; KK101644.

Good news for filter tip smokers. Herbert Tareyton with the new selective filter ... brings you real filtration and smoking satisfaction. (In Boston traveler, Sept. 13, 1954, p. 14) Appl. author: The M. H. Hackett Co. © 13Sep54; KK101904.

Good news for filter tip smokers. Presenting Herbert Tareyton with the new selective filter and famous Tareyton quality. (In the Boston daily globe, Aug. 23, 1954, p. 7) Appl. author: The M. H. Hackett Co. © 23Aug54; KK99829.

Handle cured tobacco efficiently for better market appearance. (In the Southern planter, Aug. 1954, p. 15) Appl. author: Carl Camenisch Advertising, inc. © 1Aug54; KK99266.

Harvest at full maturity for better flue-cured quality. (In the Southern planter, June 1954, p. 4) Appl. author: Carl Camenisch Advertising, inc. © 1Jun54; KK97784.

I am fond of your Lucky Strike. I am fond of your Lucky Strike, says Jeanmaire, the brilliant international star of motion pictures ... (In the Saturday evening post, Sept. 18, 1954, p. 60) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Sep54; KK102263.

I am fond of your Lucky Strike. It's toasted to taste better. I am fond of your Lucky Strike, says Jeanmaire, brilliant star of movies ... (In Newsweek, Sept. 20, 1954, p. 4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 16Sep54; KK102261.

It's all a matter of taste. A few words on humor from ... Rube Goldberg. Lucky Strike. (In the Saturday evening post, May 1, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 28Apr54; KK98360.

It's all a matter of taste. A man who smokes a Lucky Strike is really on the ball. (In the Redbird, Beaumont, Tex., Apr. 1, 1954, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Apr54; KK97758.

It's all a matter of taste. An old French saying, by Le Pavillon's Henri Soulé, world-famous restaurateur. Lucky Strike. (In the New Yorker, Apr. 3, 1954, p. 39) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Apr54; KK98369.

It's all a matter of taste. Baseball's immortal Ty Cobb speaks his mind. Lucky Strike. (In Field & stream, Mar. 1954, p. 5) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 24Feb54; KK98371.

It's all a matter of taste. Corn silk, cubebs and my most constant companion, by H. Allen Smith. Lucky Strike. (In Collier's, Mar. 5, 1954, p. 17) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19Feb54; KK97738.

It's all a matter of taste. For cleaner, fresher, smoother smokes ... Lucky Strike. (In Redbird, Beaumont, Tex., Feb. 19, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19Feb54; KK98363.

It's all a matter of taste. Good taste isn't always expensive, says Selma Day. Lucky Strike. (In the Baltimore Afro-American, May 4, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 4May54; KK98381.

It's all a matter of taste. He didn't like the pretty hat that I had set my heart on ... Lucky Strike. (In Redbird, Beaumont, Tex., Jan. 22, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 22Jan54; KK98366.

It's all a matter of taste. I don't have to smoke Luckies, says Robert Montgomery. (In Household, Jan. 1954, p. 25) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Dec53; KK97741.

It's all a matter of taste. I'm no ad writer, says Jack Kramer, America's greatest tennis player.

Lucky Strike. (In True, May 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Apr54; KK98362.

It's all a matter of taste. In plane or train, in boat or car ... Lucky Strike. (In the Redbird, Beaumont, Tex., Mar. 5, 1954, p. 3) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 5Mar54; KK97752.

It's all a matter of taste. It takes three years of steady work to earn a Ph.D. ... College smokers prefer Luckies. (In Redbird, Beaumont, Tex., Feb. 12, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 12Feb54; KK98364.

It's all a matter of taste. It's not surprising Luckies lead ... (In the Redbird, Beaumont, Tex., Mar. 12, 1954, p. 3) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 12Mar54; KK97753.

It's all a matter of taste. I've tried so many cigarettes, all brands from A to Z ... Lucky Strike. (In Redbird, Beaumont, Tex., Feb. 5, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 5Feb54; KK98365.

It's all a matter of taste. Late for your date? Lucky Strike. (In the Redbird, Beaumont, Tex., Mar. 26, 1954, p. 8) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 26Mar54; KK97755.

It's all a matter of taste. Let your husband choose your hat, says Mildred Blount. Lucky Strike. (In the Baltimore Afro-American, Mar. 23, 1954, p. 8) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 23Mar54; KK97736.

It's all a matter of taste. No guessing games with cigarettes ... Lucky Strike. (In the Redbird, Beaumont, Tex., Feb. 26, 1954, p. 5) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 26Feb54; KK97751.

It's all a matter of taste. Noted designer, Lilly Daché recalls a Texan and his taste. Lucky Strike. (In Better living, Apr. 1954, p. 7) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 18Mar54; KK98378.

It's all a matter of taste. Private life of a public official, by William T. Andrews. Lucky Strike. (In the Baltimore Afro-American, May 18, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 18May54; KK98380.

It's all a matter of taste. Red Grange, America's greatest all-time ball carrier, gives some thoughts on football. Lucky Strike. (In Field & stream, Jan. 1954, p. 49) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 24Dec53; KK97739.

It's all a matter of taste. Saving soil and smoking Luckies, by H. H. Doc Mundy. (In Grit, Williamsport, Pa., Nov. 15, 1953, p. 20) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Nov53; KK97756.

It's all a matter of taste. Screwball ideas and cigarettes, by Ted Shearer. Lucky Strike. (In the Baltimore Afro-American, Apr. 20, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Apr54; KK98382.

It's all a matter of taste. Screwball ideas and cigarettes, by Ted Shearer. Lucky Strike. (In the Baltimore Afro-American, Nov. 3,

1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 3Nov53; KK97734.

It's all a matter of taste. The etiquette of smoking, by Amy Vanderbilt. Lucky Strike. (In Better living, Feb. 1954, p. 15) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 14Jan54; KK98379.

It's all a matter of taste. When students burn the midnight oil ... Lucky Strike. (In the Redbird, Beaumont, Tex., Mar. 19, 1954, p. 3) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19Mar54; KK97754.

It's all a matter of taste. Would you like to be a reporter? asks William G. Nunn, Sr. Lucky Strike. (In the Baltimore Afro-American, Feb. 9, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9Feb54; KK97735.

It's easy as pie, no entry blanks. Write a Lucky Strike jingle, based on the fact that Luckies taste better. (In the Redbird, Beaumont, Tex., Oct. 2, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Oct53; KK97742.

The kind of baseball I like, by Walter Smoky Alston, manager of the Brooklyn Dodgers. Lucky Strike. (In Brooklyn vs. New York Yankees, Apr. 9, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9Apr54; KK98368.

Latest bulletin. Brand-new national survey shows college students prefer Luckies. (In the Redbird, Beaumont, Tex., Oct. 16, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 16Oct53; KK97743.

Latest college survey shows Luckies lead again. Don't take my word, just take one puff ... (In the Redbird, Beaumont, Tex., Nov. 12, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 12Nov53; KK97747.

Latest college survey shows Luckies lead again. How do I love those Lucky Strikes? (In the Redbird, Beaumont, Tex., Oct. 30, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Oct53; KK97745.

Latest college survey shows Luckies lead again. She hoped that he'd propose by mail ... (In the Redbird, Beaumont, Tex., Dec. 11, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 11Dec53; KK97749.

Latest college survey shows Luckies lead again. We're not so formal way out west ... (In the Redbird, Beaumont, Tex., Nov. 6, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 6Nov53; KK97746.

Latest college survey shows Luckies lead again. When dinner dishes are all done ... (In the Redbird, Beaumont, Tex., Dec. 4, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 4Dec53; KK97748.

Luckies taste better, cleaner, fresher, smoother. [3 college students] (In Pittsburgh vs. Chicago Bears, Aug. 15, 1953) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Aug53; KK97740.

North, south, east and west, American's big 3 lead the field. Lucky Strike, Pall Mall, Herbert Tareyton. [Endorsed by] Andy De Koninck [and 5 others] (In Chain store age, Sept. 1954, p.

AMERICAN TOBACCO COMPANY. Cont'd.
 North, south, east and west. Cont'd.
 122) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Aug54; KK102253.
 Profit column by Lucky. Colorful Lucky Strike decals are two-way money makers ... (In Vend-directory, Jan. 1, 1954, p. 82) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Jan54; KK97757.
 Proper attention to curing gives tobacco better color. (In the Southern planter, July 1954, p. 7) Appl. author: Carl Camenisch Advertising, inc. © 1Jul54; KK98437.
 Put quality first in choosing flue-cured varieties. (In the Southern planter, Nov. 1954, p. 4) Appl. author: Carl Camenisch Advertising, inc. © 1Nov54; KK101707.
 Retail reminders by Lucky. No. 14 of a series. (In Chain store age (Western grocery managers ed.), Jan. 1954, p. 16) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Dec53; KK97737.
 Retail reminders by Lucky. No. 15 of a series. (In Chain store age, grocery ed., Mar. 1954, p. 86) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 26Feb54; KK98377.
 Retail reminders by Lucky. No. 16 of a series. (In Chain store age, grocery ed., May 1954, p. 30) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Apr54; KK98376.
 Ripe Burley tobacco yields more cigarette grades. (In the Kentucky farmer, Aug. 1954, p. 3) Appl. author: Carl Camenisch Advertising, inc. © 1Aug54; KK99066.
 Rotate crops for protection against soil-borne tobacco diseases. (In the Southern planter, Oct. 1954, p. 13) Appl. author: Carl Camenisch Advertising, inc. © 10Oct54; KK100942.
 Rotation improves soil condition for higher quality in Burley. (In the Kentucky farmer, Nov. 1954, p. 3) Appl. author: Carl Camenisch Advertising, inc. © 1Nov54; KK102141.
 Start preparing plant beds now for healthier tobacco plants. (In the Kentucky farmer, Sept. 1954, p. 3) Appl. author: Carl Camenisch Advertising, inc. © 1Sep54; KK100089.
 Strip and sort Burley with uniformity as goal. (In the Kentucky farmer, Oct. 1954, p. 3) Appl. author: Carl Camenisch Advertising, inc. © 10Oct54; KK100771.
 Take care of plant beds for finer flue-cured tobacco. (In the Southern planter, Sept. 1954, p. 9) Appl. author: Carl Camenisch Advertising, inc. © 1Sep54; KK100090.
 31,000 actual student interviews show college smokers prefer Luckies to all other brands. (In Redbird, Beaumont, Tex., Jan. 15, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Jan54; KK98367.
 31,000 actual student interviews, show college smokers prefer Luckies to all other brands. (In Redbird, Beaumont, Tex., Jan. 8, 1954, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 8Jan54; KK97750.
 Tobacco extension services help improve burley quality. (In the Kentucky farmer, Dec. 1954, p. 3)

Appl. author: Carl Camenisch Advertising, inc. © 1Dec54; KK102802.
 Tobacco extension workers help improve flue-cured quality. (In the Southern planter, Dec. 1954, p. 3) Appl. author: Carl Camenisch Advertising, inc. © 1Dec54; KK102344.
 Topping and suckering affect cigarette grades. (In the Kentucky farmer, July 1954, p. 3) Appl. author: Carl Camenisch Advertising, inc. © 1Jul54; KK98589.
 What makes a Lucky taste better? (Endorsed by) Betsy von Furstenberg. (In Look, June 15, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Jun54; KK98370.
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 What makes a Lucky taste better? (Endorsed by) G. C. Dejoie, Jr. (In the Baltimore Afro-American, June 15, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Jun54; KK101648.
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 What makes a Lucky taste better? (Endorsed by) Frank L. Stanley. (In the Baltimore Afro-American, July 10, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 6Jul54; KK102244.
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 What makes a Lucky taste better? (Endorsed by) James (Junior) Gilliam. (In the Baltimore Afro-American, Aug. 7, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 3Aug54; KK102248.
 What makes a Lucky taste better? (Endorsed by) Jesse Owens. (In the Baltimore Afro-American, July 24, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Jul54; KK102246.
 What makes a Lucky taste better? (Endorsed by) Jimmy Hatlo. (In Better living, Aug. 1954, p. 3) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Jul54; KK101024.
 What makes a Lucky taste better? (Endorsed by) Jimmy Hatlo. (In Life, July 5, 1954, p. 4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 2Jul54; KK102258.
 What makes a Lucky taste better? (Endorsed by) Mildred Blount. (In Ebony, July 1954, p. 3) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 13Jun54; KK98375.
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 What makes a Lucky taste better? (Endorsed by) Pee Wee Reese. (In True, the man's magazine, Sept. 1954, p. 13) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Aug54; KK102265.

What makes a Lucky taste better? (Endorsed by) Roy Campanella. (In Ebony, Sept. 1954, p. 3) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 11Aug54; KK102256.
 What makes a Lucky taste better? (Endorsed by) Ruthe Campanella. (In the Baltimore Afro-American, July 3, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 29Jun54; KK102243.
 What makes a Lucky taste better? (Endorsed by) Sam Snead. (In Look, Aug. 10, 1954, p. 4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 27Jul54; KK102259.
 What makes a Lucky taste better? (Endorsed by) Selma Day. (In the Baltimore Afro-American, Aug. 21, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 24Aug54; KK102250.
 What makes a Lucky taste better? (Endorsed by) Ted Shearer. (In the Baltimore Afro-American, Oct. 23, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19Oct54; KK102252.
 What makes a Lucky taste better? (Endorsed by) Ted Williams. (In Look, Oct. 19, 1954, p. 5) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 5Oct54; KK102260.
 What makes a Lucky taste better? (Endorsed by) William G. Nunn. (In the Baltimore Afro-American, July 17, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 13Jul54; KK102245.
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 What makes a Lucky taste better? (Girl driving a farm implement) (In Farm & ranch, July 1954, p. 11) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Jun54; KK98372.
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AMERICAN TRACTOR CORPORATION. ©
 Communities save thousands of dollars with Terratracs. (In the American city, Oct. 1953, p. 130) Appl. author: Lillian D. Rojzman. © 10Oct53; KK100286.

AMES-BARRY COMPANY.

8 diamond bridal set. Sheet.
© Leo Pevsner, d.b.a. Ames-Barry
Co.; 2Jun54; KK97807.

ANCIENT AGE DISTILLING COMPANY.

Why Ancient Age can say, if you can
find a better bourbon, buy it.
(In San Francisco examiner, Nov.
17, 1954, p. 12) Appl. author:
William H. Weintraub & Co., inc.
© Schenley Distillers, inc.,
d.b.a. Ancient Age Distilling Co.;
17Nov54; KK102608.

ANDERSON COMPANY. ©

Anco all-season solvent for use in
all windshield washers. Form 04-
0280. [Catalogue] Sheet.
© 29Jul54; KK99145.

Anco factory authorized sales and
service. Form 04-0061, rev.
11-54. (Windshield wiper blades
& arms for automobiles) Card.
© 10Nov54; KK101503.

Anco Super Service model Universal
Clear-Flex windshield wiper
blades. Fit all dead-locker and
flat-hook arms ... Label.
© 80Oct54; KK100883.

Anco Super-Service model Universal
Rain-Master windshield wiper
blades. Direct coupler, slips on
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Anco Universal Clear-Flex windshield
wiper blades. Super Service mod-
el. Fits all wiper arms on curved
windshields. Label. © 80Oct54;
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Anco Universal Rain-Master wind-
shield wiper blades. Super Serv-
ice model. No adapters, no con-
verters ... Label. © 80Oct54;
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Anco windshield wiper hose fits all
wiper motors and windshield wash-
ers. Form 04-0382 8-54. Sheet.
© 2Sep54; KK100871.

Check sheet; Anco Super Service
model [windshield wiper] blades
and arms, for replacements on pas-
senger cars. Form 04-0388.
© 40Oct54; KK100875.

Dealer's application for refunding
package, for Anco all-car service
cabinet. Form 04-0208, rev. 10-54.
(Windshield wiper blades & arms
for automobiles) Sheet.
© 50Oct54; KK100879.

Dealer's application for refunding
package, for Anco Serviseller.
Form 04-0352, rev. 10-54. (Wind-
shield wiper blades & arms for
automobiles) Sheet. © 50Oct54;
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Dealer's requisition for Anco \$6.70
retail bonus. Form 04-0389, rev.
10-54. (Windshield wiper blades &
arms for automobiles) Sheet.
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Did somebody say 1/2 off on a spare
pair (we said spare pair) of Anco
wiper blades? Form 04-0385.
Self-mailer. © 10Aug54; KK99146.

Easy way to put on Anco Big-Shot
windshield washer. Form 04-0368,
rev. 8-54. Folder. © 16Sep54;
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day, with live new Anco windshield
wiper blades. Window poster.
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sion control equipment that helps
millions of car owners ... Form
04-0386. (Windshield wiper blades
& arms for automobiles) Folder.
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04-0394 10-54. Catalogue sheet.
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Service model Universal wiper
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ionite rubber. Label. © 80Oct54;
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Flex Universal windshield wiper
blade. Form 04-0392 10-54. Cat-
alogue sheet. © 40Oct54;
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New Super Service model Anco Rain-
Master Universal windshield wiper
blade. Form 04-0393 10-54. Cat-
alogue sheet. © 40Oct54;
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arms. Form 04-0205, rev. 10-54.
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blades, as Anco half & half retail
sales bonus. Sheet. © 2Dec54;
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ANEMOSTAT CORPORATION OF AMERICA. ©

1955 condensed selection data.
Anemostat draftless aspirating
air diffusers. Folder. Appl.
author: Jess H. Cloud. © 30Sep54;
KK101615.

ANGLE, PAUL M.

Emily Post. SEE Kingsport Press,
inc.

H. R. Helper. SEE Kingsport Press,
inc.

John Dewey. SEE Kingsport Press,
inc.

John Steinbeck. SEE Kingsport
Press, inc.

M. C. Perry. SEE Kingsport Press,
inc.

The mail order catalog. SEE Kings-
port Press, inc.

ANN ARBOR INSTRUMENT WORKS. ©

For fracture of the upper femur, Ann
Arbor surgical nail and plate.
Sheets. Appl. author: Franklin
L. Everett. © 11Aug54; KK101280.

ANTLE (L. L.) AND COMPANY, INC. ©

Sales information; Anco quality soup
bases. 3 p. Appl. author: Wil-
liam F. Owens. © 2Sep54; KK99787.

ANTLE CARROTS, INC. ©

Pirates Gold California carrots.
2 doz. 1 lb. pkgs. Label. Appl.
author: Albert Zadek. © 1Jun54;
KK100266.

APEX ACCESSORIES COMPANY, INC. ©

Apex Quadra-Flex watchbands. (In
the Jewelers' circular-keystone,
Sept. 1954, p. 16a-16d) Appl.
author: Irving Berk Co., inc.
© 1Sep54; KK101142.

APEX PERMANENT CRAYON COMPANY.

Apex Removo; solvent for removing
Apex permanent crayon markings.
Contents - 4 oz. Label. © Apex
Permanent Crayon Co., an individ-
ual proprietorship of Wesley A.
Sowle; 24Sep54; KK100181.

**APPLIANCE SERVICE SPECIALISTS COM-
PANY.**

Alladin Formula 11 coffee stain re-
mover. Net wt. 14 oz. Label.
© Appliance Service Specialists
Co., Rodger Bixler, sole owner;
24Sep54; KK100322.

ARC-RAY ELECTRIC CORPORATION. ©

Arc-Ray fluorescent lamps. Folder.
Appl. author: Roland W. Tiemann.
© 30Jun54; KK100041.

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Do 2 jobs with one feed. Arcady
pig & sow feed. Folder. Appl.
author: The Biddle Co. © 1Aug54;
KK100787.

Feed your pigs before they're born.
Arcady Sow Breeder Concentrate.
Folder. Appl. author: The Biddle
Co. © 1Aug54; KK100792.

Heavier, healthier pigs at normal
weaning time. Arcady pig Dine-A-
Lac dry pig pre-starter. (Feeds)
Folder. Appl. author: The Biddle
Co. © 1Aug54; KK100790.

Helps keep cows in peak milk flow
for long period. Arcady 3/4 o/o
dairy feed. Folder. Appl. au-
thor: The Biddle Co. © 1Aug54;
KK100786.

Here's one feed that pigs really
like the taste of. Arcady Sow
'N Litter Crumbits and Pellets.
Folder. Appl. author: The Bid-
dle Co. © 1Aug54; KK100788.

New, super palatable pig starter
feed. Arcady pig Dine-A-Starter.
Folder. Appl. author: The Biddle
Co. © 1Jul54; KK100791.

Put high grade market finish on hogs
at an earlier age. Arcady hog
supplement. (Feeds) Folder.
Appl. author: The Biddle Co.
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Puts high grade finish on steers at
lower cost. Arcady high protein
steer Pellets. (Feeds) Folder.
Appl. author: The Biddle Co.
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Stretches your home-grown grains
used in hog feeding. Arcady hog
balancer. Folder. Appl. au-
thor: The Biddle Co. © 1Aug54;
KK100793.

ARCHER MILLS, INC. ©

Fashion gem colours. (Nylon ho-
sieri) (In Vogue) Appl. author:
Frederick C. Williams & Associ-
ates. © 10Oct54; KK100301.

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Arcon Leather Products Mfg. Co.;
16Aug54; KK99230.

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Lenwile China lace. (Figurines,
busts & lamps) (In the Gift and
art buyer, Sept. 1954, p. 9)
Appl. author: Leon M. Arditti.
© 7May54; KK102164.

Luxury mat glaze Sateen Majolica.
(Candy dishes, compotes, center
pieces, candlesticks, vases &
trays) (In the Gift and art buy-
er, June 1954, p. 3) Appl. au-
thor: Leon A. Arditti. © 7May54;
KK99246.

Paintings & sculptures of still life
on Lenwile China. (Centerpieces,
compotes, boxes, vases, plates &
trays) (In the Gift and art buy-
er, Apr. 1954, p. 3) Appl. au-
thor: Leon A. Arditti. © 25Mar54;
KK99244.

Parian Lenwile China. (Figurines,
busts, centerpieces, candlehold-
ers & similar articles) (In the
Gift and art buyer, July 1954, p.
3) Appl. author: Leon M. Ar-
ditti. © 7May54; KK102162.

Pieces of Vertu, Bibelots of Lenwile
China. (Figurines, lamps, center-
pieces, cigarette dish with ash
trays) (In the Gift and art buy-
er, Aug. 1954, p. 3) Appl. au-
thor: Leon M. Arditti. © 7May54;
KK102163.

Venetian and Bavarian glassware.

(Vases, cups & saucers, compotes,
flasks, trays & candy dishes) (In
the Gift and art buyer, May 1954,
p. 3) Appl. author: Leon A. Ar-
ditti. © 23Apr54; KK99245.

ARGUS CAMERAS, INC. ©

Argus C3 performs like cameras costing hundreds of dollars more. (In Photography, Apr. 1954, p. 29) Appl. author: Young & Rubicam, inc. © 10Mar54; KK97878.

Argus C3, \$69.50, complete with flash and case. No other 35 mm camera in the world gives you so much for the money. (In the Saturday evening post, Sept. 12, 1953, p. 60) Appl. author: Young & Rubicam, inc. © 9Sep53; KK102072.

Argus C3, \$69.50, complete with flash and case. Performs like cameras costing hundreds of dollars more. (In the Saturday evening post, Nov. 21, 1953, p. 67) Appl. author: Young & Rubicam, inc. © 18Nov53; KK102073.

Available to Argus dealers everywhere, an outstanding new motion picture. (In Photo developments, Nov. 1953, p. 1) Appl. author: Young & Rubicam, inc. © 1Nov53; KK99995.

Easy way to be a picture star. (In the Detroit news pictorial magazine, Dec. 6, 1953, p. 20) Appl. author: Young & Rubicam, inc. © 6Dec53; KK102076.

Fastest American lens in its price class. New Argus A-four. (In Life, Jan. 25, 1954, p. 122) Appl. author: Young & Rubicam, inc. © 22Jan54; KK97874.

The finest compliment a photographer can pay himself, Argus C-four. (In Newsweek, Dec. 14, 1953, p. 20) Appl. author: Young & Rubicam, inc. © 3Dec53; KK102083.

Get wonderful pictures with your very first roll of film. (In Life, Sept. 7, 1953, p. 73) Appl. author: Young & Rubicam, inc. © 4Sep53; KK102074.

I took them with my Argus C3. (In University of Michigan football program, Sept. 26, 1953, p. 12) Appl. author: Young & Rubicam, inc. © 26Sep53; KK102071.

Introducing the most exciting new 35mm camera value in years. (In Life, Oct. 5, 1953, p. 98) Appl. author: Young & Rubicam, inc. © 20Oct53; KK102077.

It's a luxury camera in every detail. Argus C3, complete with case and flash. (In Life, Apr. 5, 1954, p. 64) Appl. author: Young & Rubicam, inc. © 2Apr54; KK97873.

Look what's in it for you, for your customers. Argus 75 gift package. (In Drug topics, Oct. 19, 1953, p. 85) Appl. author: Young & Rubicam, inc. © 19Oct53; KK102082.

A luxury camera in every detail (except price) (In Ebony, Dec. 1953, p. 16) Appl. author: Young & Rubicam, inc. © 10Nov53; KK102081.

Makes your color slides come to life with all of their breath-taking beauty. New Argus 300 watt projector. The only projector to offer ... (In the Saturday evening post, Dec. 12, 1953, p. 55) Appl. author: Young & Rubicam, inc. © 9Dec53; KK102080.

New Argus 300 watt projector makes your color slides come to life with all of their breath-taking beauty. Makes your color slides ... (In Modern photography, Oct. 1953, p. 107) Appl. author: Young & Rubicam, inc. © 10Sep53; KK102079.

New Argus 300 watt projector, pre-sold for you to millions of projector prospects. (In Photo dealer, Feb. 1954, p. 52) Appl. author: Young & Rubicam, inc. © 10Feb54; KK97879.

No other camera gives you so much for only \$15.95. Argus 75. (In Life, Mar. 1, 1954, p. 88) Appl. author: Young & Rubicam, inc. © 26Feb54; KK97877.

No other projector gives you so much for the money. New Argus 300 watt projector. (In Life, Mar. 22, 1954, p. 14) Appl. author: Young & Rubicam, inc. © 19Mar54; KK97875.

Now everybody in the family can be a picture-taking pro. (In Life, Nov. 9, 1953, p. 80) Appl. author: Young & Rubicam, inc. © 6Nov53; KK102075.

See your color slides, extra big, extra brilliant, even in a small room. New Argus 300 watt projector. (In Life, Feb. 22, 1954, p. 54) Appl. author: Young & Rubicam, inc. © 19Feb54; KK97876.

This is the new Argus 300 watt projector. (In the Saturday evening post, Oct. 10, 1953, p. 72) Appl. author: Young & Rubicam, inc. © 7Oct53; KK102078.

When the weather outside is wet and breezy, take pictures indoors, with flash it's easy. Sylvania Superflash flashbulbs. (In Life, Feb. 15, 1954) Appl. author: Young & Rubicam, inc. © 12Feb54; KK97872.

ARMOUR AND COMPANY. ©

Cationic properties of Armeens, Duomeens, Armacs, Arquads, Ethomeens contribute heavily to industry, by Dr. M. R. McCorkle. [Coupon for literature & samples] (Chemicals) (In Chemical and engineering news, June 7, 1954, p. 2268-2269) Appl. author: G. Park Taylor. © 7Jun54; KK99582.

Field tests prove Arquad T-2C cuts costs of secondary oil recovery and gives corrosion protection for your system. [Photo of research & development laboratory] (Chemicals) (In World oil magazine, July 1954, p. 205) Appl. author: G. Park Taylor. © 1Jul54; KK98533.

High melting Armids help produce new blends of wax and plastic, solve many surface coating problems, by Dr. M. R. McCorkle. [Coupon for literature & samples] (Chemicals) (In Chemical processing, Sept. 1954, p. 12-13) Appl. author: G. Park Taylor. © 27Aug54; KK99777.

New products and profits with Armour chemicals. Arquad 2HT gives a soft finish to all fabrics, natural and synthetic. [Coupon for literature & samples] (In Chemical week, Oct. 2, 1954, p. 42-43) Appl. author: G. Park Taylor. © 20Oct54; KK101457.

New products and profits with Armour chemicals. Ethofat 142/20 spreads oil blanket over mosquito larvae for maximum kill. [Coupon for literature & samples] (In Chemical week, Aug. 7, 1954, p. 52-53) Appl. author: G. Park Taylor. © 7Aug54; KK99620.

New products and profits with Armour chemicals ... kill static in synthetic fibers. Neo-Fat 10 ... [Girl in shrunken dress; boy in shower] (In Chemical week, July 10, 1954, p. 18-19) Appl. author: G. Park Taylor. © 10Jul54; KK98531.

New products and profits with Armour chemicals. Neo-Fat 18-54 ... Armid O ... [Man shaving] (In Chemical week, June 12, 1954, p. 36-37) Appl. author: G. Park Taylor. © 12Jun54; KK98532.

New reactions of fatty amines show promise for many applications, by Dr. M. R. McCorkle. [Coupon for literature & samples] (Chemicals) (In Chemical and engineering news, Nov. 22, 1954, p. 4702-4703) Appl. author: G. Park Taylor. © 22Nov54; KK101800.

New triple pressed stearic acid from Armour Neo-Fat 18-55 stability gives your products extra life. [Woman purchasing & using cosmetics] (Chemicals) (In Soap and chemical specialties, Nov. 1954, p. 76) Appl. author: G. Park Taylor. © 5Nov54; KK101802.

Now your products can stay fresh longer. Armour's double pressed-type stearic acid, Neo-Fat ... [Man & 2 women sniffing shaving cream, soap & hand cream] (In Oil, paint & drug reporter, May 24, 1954, p. 11) Appl. author: G. Park Taylor. © 24May54; KK97844.

Salts of Armour Ethomeens prove useful in many applications, by Dr. M. R. McCorkle. [Coupon for literature & samples] (Chemicals) (In Chemical and engineering news, Aug. 2, 1954, p. 3042-3043) Appl. author: G. Park Taylor. © 2Aug54; KK98986.

Stability of Armour stearic acids improves products in many industries, by Dr. M. R. McCorkle. [Coupon for literature & samples] (Chemicals) (In Chemical and engineering news, July 5, 1954, p. 2672-2673) Appl. author: G. Park Taylor. © 5Jul54; KK98101.

ARNOLD BAKERS, INC. ©

Arnold butter biscuits. One dozen. Label. © 22Nov54; KK102143.

ARROW DISPLAY ASSOCIATES. ©

Arrow uniflex merchandisers. (Display units) Folder. Appl. author: C. Earl Brooks. © 19Jun54; KK98392.

Arrowflex 5 drawer module. (Display units) Folder. Appl. author: C. Earl Brooks. © 19Jun54; KK98391.

The gay assembler. Black and brass. (Display units) Folder. Appl. author: C. Earl Brooks. © 19Jun54; KK98393.

Something new has been added. Chairs. Folder. Appl. author: C. Earl Brooks. © 19Jun54; KK98394.

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Arrowsmith JAL50 jamb type garage door hardware. Catalog page. © 16Feb54; KK99463.

Ornamental gate hardware. Catalog no. 600. Folder. © 20Apr54; KK99464.

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When you want to remember someone too nice to forget, send an Art Guild greeting card. Label. Appl. author: Moe Becker. © 1Mar54; KK99920.

ASHE (WALTER) RADIO COMPANY. ©

Walter Ashe complete supplier of radio, television and electronic equipment. 1955. 176 p. Appl. author: Orville Henry Kettler. © 7Oct54; KK100519.

ASSOCIATED ADVERTISERS. ©

You ought to know. It's a fact. Nos. 101-154. (Admats) Sheet. Appl. author: Peter Van Thein. © 26Apr54; KK98412.

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Meet Mr. Blue Lake, the aristocrat of the green bean family. Blue Lakes are the variety of green beans ... (In McCall's, Dec. 1954, p. 90) Appl. author: Donald R. Dawson. © 3Sep54; KK102127.

Meet Mr. Blue Lake, the aristocrat of the green bean family. Blue Lakes from the Pacific Coast ... (In Ladies' home journal, Oct. 1954, p. 225) Appl. author: Donald R. Dawson. © 16Aug54; KK101625.

ASSOCIATED PRODUCERS, INC. ©

Super Line [automotive paint] Guaranteed. Label. Appl. author: Charles O. Spillman III. © 25Aug49; KK100275.

Super solder. 10 pounds. Label. Appl. author: Charles O. Spillman III. © 25Aug49; KK100276.

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Save a dime coupon. (General merchandise) © 15Jun54; KK98427.

ATCHISON, TOPEKA AND SANTE FE RAILWAY COMPANY. ©

Red Cliffs, Continental Divide, New Mexico. Calendar. Appl. author: Williard F. Elms. © 15Sep54; KK99869.

ATKINS SAW DIVISION, BORG-WARNER CORPORATION. SEE Borg-Warner Corporation.

ATLANTIC-PACIFIC MANUFACTURING CORPORATION. ©

Hassocks and ottomans, by Apco. Folder. Appl. author: Clarence M. Skoldberg. © 10Oct54; KK101094.

How to use Neptune no-chafe mooring sleeve. Sheet. Appl. author: Clarence M. Skoldberg. © 7Jul54; KK99071.

Neptune plastic cushions. Folder. Appl. author: Clarence M. Skoldberg. © 18Oct54; KK100816.

The rubber cork canvas boat fender. Folder. Appl. author: Clarence M. Skoldberg. © 7Jul54; KK99072.

ATLANTIC REFINING COMPANY. ©

Atlantic motor oil recommendation chart. 1954. Wall chart. Appl. author: The Chek-Chart Corp. © 6May54; KK101642.

ATLAS MINERAL PRODUCTS COMPANY. ©

Atlas protective coatings. Zerok 101. Bulletin 7-2D. Sheet. Appl. author: Raymond B. Seymour. © 28Jun54; KK98472.

ATLAS SUPPLY COMPANY. ©

I doctor sick farms, says James B. Hunt of Wilson, N. C. Atlas tires, batteries, accessories. Appl. author: McCann Erickson, inc. © 1Mar54; KK101955.

I drive the rough trails to uranium, says Andre Senutovitch. Atlas tires, batteries, accessories. (In the Saturday evening post, July 10, 1954, p. 85) Appl. author: McCann Erickson, inc. © 10Jul54; KK98665.

I trade in the Navajo Country, says George T. Beals, of Albuquerque, N. Mex. and Denver, Colo. Atlas tires, batteries, accessories. (In the Saturday evening post, Aug. 28, 1954, p. 59) Appl. author: McCann Erickson, inc. © 28Aug54; KK100400.

I'd drive anywhere to fish, says Richard L. Carlton of Oakland, California. Atlas tires, batteries, accessories. (In the Saturday evening post, Feb. 27, 1954) Appl. author: McCann Erickson, inc. © 27Feb54; KK101957.

It shouldn't happen to anyone. Atlas batteries, tires, accessories. Appl. author: McCann Erickson, inc. © 27Sep54; KK101409.

It's a hard road to soft wood, says Forester Ben L. Allen, Franklin, Va. Atlas tires, batteries, accessories. (In the Saturday evening post, July 31, 1954, p. 57) Appl. author: McCann Erickson, inc. © 31Jul54; KK99178.

My Atlas dealer keeps me rolling, says Charlie Waldorf. Atlas tires, batteries, accessories. Appl. author: McCann Erickson, inc. © 28Apr54; KK98511.

Stop at an Atlas tire sale for your best deal in miles. (In the Progressive farmer, June 1954, p. 68-69) Appl. author: McCann Erickson, inc. © 15May54; KK98510.

They warned us about the Alaska highway, says T. Y. Arseneau of Beaverville, Illinois. Atlas tires, batteries, accessories. (In the Saturday evening post, Apr. 24, 1954, p. 49) Appl. author: McCann Erickson, inc. © 24Apr54; KK97829.

2 ways to get through the coming winter safely. Atlas tires, batteries, accessories. (In the Saturday evening post, Oct. 30, 1954, p. 98) Appl. author: McCann Erickson, inc. © 30Oct54; KK101954.

What do they all have in common? Atlas tires, batteries, accessories. Appl. author: McCann Erickson, inc. © 19Jun54; KK98664.

Why you need a heat-proof battery for zero starts. Atlas batteries, tires, accessories. (In Country gentleman, Sept. 1954, p. 19) Appl. author: McCann Erickson, inc. © 25Aug54; KK100401.

You can't get a better anti-freeze. Atlas Perma-Guard. (In the Progressive farmer, Sept. 1954, p. 73) Appl. author: McCann Erickson, inc. © 1Sep54; KK101956.

AUBUCHON, MARION PATRICIA. SEE Marion Products Company.

AUGSTEIN (S.) AND COMPANY, INC.

Latest Sacony prizes for shirt and skirt collectors, sweater-like jersey tops, shapely skirts. (In Life, Aug. 16, 1954, p. 2) © Sacony, a division of S. Augstein & Co., inc.; 16Aug54; KK99084.

Sacony packs value into jersey. (Women's & children's apparel) (In Life, Sept. 6, 1954, p. 83) © Sacony, a division of S. Augstein & Co., inc.; 6Sep54; KK99603.

AURORA EQUIPMENT COMPANY.

Equipto modern-flow, heavy gauge steel benches and tool toters. Equiptogram no. 754. Folder. Appl. author: John C. Dunham. © Equipto Division of Aurora Equipment Co.; 1Jul54; KK99951.

Equipto modern-flow steel stock trucks. Equiptogram no. 654. Folder. Appl. author: John C. Dunham. © Equipto Division of Aurora Equipment Co.; 1Jul54; KK99952.

Only Equipto designs specifically for the technical requirements of the electronic industry. Equiptogram no. 2123. (Shelving & shop equipment) 11 p. Appl. author: John C. Dunham. © Equipto Division of Aurora Equipment Co.; 25Aug54; KK100220.

AUTOMOTIVE ELECTRIC ASSOCIATION. ©

The A.E.A. Flex-I-Trol stocking system. Folder. Appl. author: John Robert Campbell. © 10Feb54; KK102157.

AUTOMOTIVE SURVEYS COMPANY.

For the first time ever, a used car offered to all contest winners absolutely free. Folder. © L. Irvin Fox & Eugene Cox, d.b.a. Automotive Surveys Co.; 2Sep54; KK100154.

AVA MANUFACTURING COMPANY. ©

Touchdown regulation football scoring game, for young and old. Label. Appl. author: William Stewart Dupont. © 9Aug54; KK99581.

AVALON GAME COMPANY. ©

Rules and regulations of Tactics. 6 p. Appl. author: Emery Advertising Corp. © 1Jun54; KK98193.

AVON COSMETICS. ©

Avon brings Christmas home to you. (In Modern romances, Nov. 1954, p. 20-21) Appl. author: Monroe F. Dreher, inc. © 20Oct54; KK100683.

Avon, lovely, lively, longer-lasting. (In True story, Sept. 1954, p. 38-39) Appl. author: Monroe F. Dreher, inc. © 20Aug54; KK100685.

Avon make-up sparks your beauty. Only Avon brings you these flattering colors. (In Household, Apr. 1954, p. 30-31) Appl. author: Monroe F. Dreher, inc. © 10Mar54; KK100675.

The Avon way to be sweet all day. (In Modern romances, Aug. 1954, p. 10-11) Appl. author: Monroe F. Dreher, inc. © 20Jul54; KK100686.

Christmas is coming, and so is your Avon representative. (In Parents', Oct. 1954, p. 72-73) Appl. author: Monroe F. Dreher, inc. © 20Sep54; KK100684.

Delightful fragrances give summer charm. (In Household, June 1954, p. 22-23) Appl. author: Monroe F. Dreher, inc. © 10Jun54; KK100687.

I just had a fascinating caller. (In Fairfield County fair, Aug. 12, 1954, p. 11) Appl. author: Monroe F. Dreher, inc. © 7Aug54; KK100682.

I made such a happy discovery. (In Fairfield County fair, Aug. 26, 1954, p. 11) Appl. author: Monroe F. Dreher, inc. © 21Aug54; KK100681.

AWON PRODUCTS.

Amazing new tool for the garment industry. The Grade-tool. Folder. © Isidore Sturman, d.b.a. Awon Products; 1Sep54; KK99702.

B

B.B. PEN COMPANY, INC. ©

B.B. Rol-Mite for pocket or purse. (Ball point fountain pens) Display poster. Appl. author: Charles Royal Curtis. © 21Jun54; KK101630.

New, world's first automatic self-retracting [ball point fountain] pen. The Blythe Automagic. Label. Appl. author: Charles Royal Curtis. © 15Nov54; KK101684.

B. W. B. FOODS, INC. ©

Grandma Brown's old-fashioned open-pan home baked beans with pork. In casserole-type container. 24 14 oz. cans. Label. Appl. author: Flack Advertising Agency, inc. © 28Jun54; KK98201.

Grandma Brown's old-fashioned open-pan home baked beans with pork. New, the can's the pan. Net wt. 14 oz. Label. Appl. author: Flack Advertising Agency, inc. © 28Jun54; KK98200.

BABEE-TENDA CORPORATION. ©

A Christmas gift for your baby. (Furniture) Folder. Appl. author: The Phil Gordon Agency, inc. © 15Oct54; KK101127.

A message to you from 1 1/2 million mothers. Your baby is safe in Babee-Tenda. (Furniture) Folder. Appl. author: Phil Gordon Agency, inc. © 26Nov54; KK102718.

New Babee-Tenda cares for baby in modern style. (Furniture) Appl. author: The Phil Gordon Agency, inc. © 10Oct54; KK101129.

New, new world Babee-Tenda, cares for baby in modern style. (Furniture) Appl. author: The Phil Gordon Agency, inc. © 1Nov54; KK101631.

Relax mother, baby is safe and happy in the beautiful, new, new world Babee-Tenda. (Furniture) (In Good housekeeping) Appl. author: The Phil Gordon Agency, inc. © 10Oct54; KK101355.

Relax mother, baby's safe and happy in the handsome new, new world Babee-Tenda. (Furniture) (In American baby, Oct. 1954, p. 18) Appl. author: The Phil Gordon Agency, inc. © 10Oct54; KK101641.

A surprise gift for your baby. (Furniture) Folder. Appl. author: The Phil Gordon Agency, inc. © 15Oct54; KK101128.

BABSON BROTHERS COMPANY. ©

Ask yourself this, will it milk cows? Surge [milking machine] (In Florida dairy news, Sept.-Oct. 1954, p. 2 of cover) Appl. author: Bert S. Gittins Advertising. © 10Oct54; KK101026.

A cow's milk-making instincts respond to Surge Tug & Pull. (Milking machine) (In the California dairyman, Oct. 2, 1954, p. 4 of cover) Appl. author: Bert S. Gittins Advertising. © 20Oct54; KK100713.

Cows must really like Surge milking. (Milking machine) (In Hoard's dairyman, Oct. 10, 1954, p. 4 of cover) Appl. author: Bert S. Gittins Advertising. © 10Oct54; KK100466.

Creeping teat cups are very rough on good cows. But that is not because of any magic that is built into either the shell or the inflation. Surge [milking machine] (In Holstein-Friesian world, Jan. 2, 1954, p. 24-25) Appl. author: Ross Roy, inc. © 2Jan54; KK99299.

Creeping teat cups are very rough on good cows. That's not because of any magic built into either the shell or the inflation. Surge [milking machine] (In Ontario milk producer, Mar. 1954, p. 614) Appl. author: Ross Roy, inc. © 4Mar54; KK99316.

Electrobrain, the Surge automatic high-velocity push button pipeline washer. (In Journal of dairy science, v. 37, no. 11, p. 3 of cover) Appl. author: Bert S. Gittins Advertising. © 30Nov54; KK102524.

Farm film. 16mm. sound-color, 20 minutes, available to any farm group, free. Surge milking machine (In County agent & Vo-ag teacher, Jan. 1954, p. 4 of cover) Appl. author: Ross Roy, inc. © 25Dec53 (in notice: 1954); KK99298.

Genuine Surge Tug & Pull on your stanchion pipe line. [Black & white] (Milking machine) (In the California dairyman, July 11, 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 11Jul53; KK99313.

Genuine Surge Tug & Pull on your stanchion pipe line. [Color] (Milking machine) (In the Farm quarterly, fall 1953, p. 8) Appl. author: Ross Roy, inc. © 6Sep53; KK99320.

A grand milking machine, back in 1917. Surge. [New machine on left side of ad, old machine on right] (In Holstein-Friesian world, Mar. 20, 1954, p. 778-779) Appl. author: Ross Roy, inc. © 20Mar54; KK99315.

A grand milking machine, back in 1917. Surge. Old machine on left side of ad, new machine on right. (In the Idaho farmer, Feb. 4, 1954, p. 4 of cover) Appl. author: Ross Roy, inc. © 4Feb54; KK99309.

In last November's issue of Veterinary medicine ... We heartily agree. Surge [milking machine] (In Veterinary medicine, Mar. 1954, p. 37) Appl. author: Ross Roy, inc. © 5Mar54; KK99319.

In 1953, hundreds of trucks rolled millions of miles. You can't get gypped on Surge service. (Milking machine) (In the Farm quarterly, autumn 1954, p. 2) Appl. author: Bert S. Gittins Advertising. © 10Sep54; KK99938.

Keeping it clean. Surge [milking machine] (In Journal of milk and food technology, Nov. 1954, p. 2 of cover) Appl. author: Bert S. Gittins Advertising. © 30Nov54; KK102665.

Let's get the cows up off the floor. Surge [milking machine] (In Agricultural leaders digest, Oct. 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 4Oct53; KK101312.

Money making milking is what we have to sell. Surge [milking machine] (In Stock & dairy farmer, Apr. 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 27Mar53; KK99308.

More good old Surge bucket milkers than ever before. (Milking machine) (In Farm journal, Jan. 1954, p. 4 of cover) Appl. author: Ross Roy, inc. © 14Dec53 (in notice: 1954); KK99302.

Never let it get dirty. Surge [milking machine] (In Hoard's dairyman, June 25, 1954, p. 4 of cover) Appl. author: Ross Roy, inc. © 25Jun54; KK99318.

Never let it get dirty. Surge milking machine (In Journal of milk and food technology, Sept. 1954, p. 2 of cover) Appl. author: Bert S. Gittins Advertising. © 30Sep54; KK100694.

No amount of costly piping will ever make a good milker out of a bad one. Surge [milking machine] (In the California dairyman, May 16, 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 16May53; KK99306.

No calf, no man, and no machine can do a safe, complete, and satisfactory job of milking cows without Tug & Pull ... with Surge, the Tug & Pull is built-in. (Milking machine) (In Canadian Jersey breeder, July 1954, p. 23) Appl. author: Bert S. Gittins Advertising. © 20Jul54; KK98456.

Old fashioned? Not by a long shot. Surge [milking machine] (In Hoard's dairyman, Oct. 10, 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 10Oct53; KK99303.

An ounce of prevention is worth a pound of cure. Parlor, pipe line or bucket ... Surge [milking machine]

chine] (In Hoard's dairyman, Feb. 10, 1954, p. 4 of cover) Appl. author: Ross Roy, inc. © 10Feb54; KK99310.

An ounce of prevention is worth a pound of cure. Whether you are now milking into a pipe line or into a bucket ... Surge [milking machine] (In Wisconsin agriculturist, June 6, 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 6Jun53; KK99305.

Over half of all farmers buying milking machines are buying Surges. (In Hoard's dairyman, Apr. 25, 1954, p. 4 of cover) Appl. author: Ross Roy, inc. © 25Apr54; KK99317.

Requirements met for C.I.P. milk line installations. Surge milk line valve ... plus Tug & Pull milking. (In the California dairyman, Apr. 18, 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 18Apr53; KK99307.

The rules are short and simple. Surge [milking machine] (In Veterinary medicine, Sept. 1953, p. 28) Appl. author: Ross Roy, inc. © 15Aug53; KK99304.

Surge. Good cow milking is the first line of defense against mastitis. (Milking machine) (In Journal of food & milk technology, Oct. 1954, p. 4 of cover) Appl. author: Bert S. Gittins Advertising. © 25Oct54; KK101158.

Surge. Good cow milking is the first line of defense against mastitis. (Milking machine) (In the North American veterinarian, Feb. 1954, p. 96) Appl. author: Ross Roy, inc. © 20Jan54; KK99312.

Surge. In 1953, more thousands of farmers than ever before switched to Surge ... (Milking machine) (In Hoard's dairyman, Jan. 25, 1954, p. 4 of cover) Appl. author: Ross Roy, inc. © 25Jan54; KK99314.

Surge. We are quite sure that leaving the machine on the cow after she is milked might cause mastitis. (In Veterinary medicine, Nov. 1954, p. 18) Appl. author: Bert S. Gittins Advertising. © 25Oct54; KK101055.

Surge. Whoever you are or wherever you happen to be ... (Milking machine) (In Journal of dairy science, Jan. 1954, p. 3) Appl. author: Ross Roy, inc. © 15Jan54; KK99311.

Surge. With a lot more of these milk line valves in daily use ... (Milking machine) (In the California dairyman, Nov. 28, 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 28Nov53; KK99301.

Surge Electrobrain, the automatic high-velocity push button pipeline washer. (In Hoard's dairyman, Dec. 10, 1954, p. 4 of cover) Appl. author: Bert S. Gittins Advertising. © 10Dec54; KK102427.

The Surge Siphon, it takes less muscle, it takes less time. (Milking machine) (In the Farm quarterly, spring 1954, p. 8) Appl. author: Ross Roy, inc. © 6Mar54; KK99297.

The Surge Surcingle breaker cup. (Milking machine) (In the California dairyman, Dec. 26, 1953, p. 4 of cover) Appl. author: Ross Roy, inc. © 26Dec53; KK99300.

Surge teat cups don't creep. (Milking machine) (In Veterinary medicine, Aug. 1954, p. 18) Appl. author: Bert S. Gittins Advertising. © 20Jul54; KK98767.

There's a Surge to fit your herd. (Milking machine) (In the Farmer, Oct. 2, 1954, p. 4 of cover) Appl. author: Bert S. Gittins Advertising. © 20Oct54; KK100712.

You can't get gypped on Surge service. (Milking machine) (In the Brown Swiss bulletin, Oct. 1954, p. 88-89) Appl. author: Bert S. Gittins Advertising. © 100Oct54; KK100856.

You don't have to help Surge Tug & Pull. (Milking machine) (In the California dairyman, Sept. 4, 1954, p. 4 of cover) Appl. author: Bert S. Gittins Advertising. © 4Sep54; KK99939.

You will either use a machine ... No amount of high priced stainless steel or glass pipe line can possibly make a good milker out of a bad one. (In the California dairyman, Aug. 7, 1954, p. 4 of cover) Appl. author: Bert S. Gittins Advertising. © 7Aug54; KK99197.

BABSON BROTHERS COMPANY OF NEW YORK. © Electrobrain, the Surge automatic high-velocity push button pipeline washer. (In American agriculturist, Nov. 20, 1954, p. 13) Appl. author: Bert S. Gittins Advertising. © 20Nov54; KK101992.

BACARDI IMPORTS, INC. © New idea, a Bacardi cocktail on the rocks. (Rum) (In the San Diego union, San Diego, Calif., Aug. 11, 1954, p. a-10) Appl. author: Brooke, Smith, French & Dorrance, inc. © 11Aug54; KK100815.

BACHARACH INDUSTRIAL INSTRUMENT COMPANY. © Bacharach Diesel fuel pump calibrating stand; series GP-500. Leaflet 694. Sheet. © 8Nov54; KK101703. Bacharach Diesel fuel pump calibrating stand; series MV-500A. Leaflet 693. Sheet. © 22Oct54; KK101030.

Bacharach head assembly, model YEL. Supplementary instructions for operation and maintenance. 9-1-54. Sheet. © 20Oct54; KK100961.

Bacharach Manometer model MHD. Instructions 6-MR-54. Folder. © 24Sep54; KK100211.

Bacharach Manometer models MBD, MCD, MHD. Instructions 7-MR-54. Folder. © 24Sep54; KK100212.

For highest filter efficiency on any air conditioning system, install this Bacharach filter gauge. Leaflet 845. Sheet. © 4Oct54; KK100432.

For highest filter efficiency on any air conditioning system, install this Bacharach filter gauge. Leaflet 846. Sheet. © 11Dec54; KK102567.

Fyrite for quick, accurate, direct oxygen analysis. Leaflet 839. Sheet. © 15Jun54; KK97870.

How to install Bacharach filter gauge. Model MED. 8-M-54. 6 p. © 7Sep54; KK99842.

How to use and care for Baroscribe recorders. 2-BR-52. 6 p. © 7Sep54; KK99841.

Instructions on use and care of Premax pressure indicator, model Y R F. 12-1-51. Pamphlet. © 29Jul54; KK98754.

Model X454 Bacharach engine work stand. Leaflet 683. Sheet. © 23Jun54; KK97869.

Parts list for FloRite air velocity meter. Model MRF. Folder. © 19Nov54; KK101919.

True-Spot smoke tester. Model RCC. Instructions 3-R-52. Folder. © 20Dec54; KK102798.

BAFFIN, INC. © Baffin brand rainbow trout. Net wt. 12 oz. Label. © 2Aug54; KK100826.

BAG PRIZE. © Bag of prizes. (General merchandise) Label. © 26Jul54; KK101187.

BAKER (J. E.) COMPANY. © The Burlington Liars' Club spins a yarn for Baker's Magdolite. Jet propelled. (Dolomite) (In the Iron age, Sept. 16, 1954, p. 36) Appl. author: The W. H. Long Co., inc. © 16Sep54; KK101135.

The Burlington Liars' Club spins a yarn for Baker's Magdolite. The pond that flew away. (In the Iron age, Oct. 21, 1954, p. 103) Appl. author: The W. H. Long Co., inc. © 21Oct54; KK101145.

BALL BROTHERS COMPANY. © Amazing new do-it-yourself book, for home, shop, sports. (Canning jars & lids) (In the American home, July 1954, p. 73) Appl. author: Applegate Advertising Agency. © 25Jun54; KK98840.

And they'll taste as good as they look, home-canned in sparkling Ball mason jars. (In Household, Aug. 1954, p. 2 of cover) Appl. author: Applegate Advertising Agency. © 20Jul54; KK98574.

Ball glass containers are better protected. (In Wall Street journal, Chicago ed., June 22, 1954, p. 3) Appl. author: Applegate Advertising Agency. © 22Jun54; KK98144.

Ball radio-controlled shipping center cuts truck waiting time in half. (Glass containers, metal closures & packaging engineering service) (In Food packer, June 1954, p. 3 of cover) Appl. author: Applegate Advertising Agency. © 1Jun54; KK98143.

Extra protection for your home canning. (Canning jars & Dome lids) (In the Fresno bee, Fresno, Calif., July 22, 1954, p. 14-B) Appl. author: Applegate Advertising Agency. © Ball Bros. Co., inc.; 22Jul54; KK100223.

Home canners' first choice. Ball mason jars and Ball Dome lids. (In the Fresno bee, Fresno, Calif., Aug. 12, 1954, p. 12-B) Appl. author: Applegate Advertising Agency. © Ball Bros. Co., inc.; 12Aug54; KK100221.

Home-canning roundtable, by Lucina Ball. These days, when every penny counts ... Dome lids. (In Woman's home companion, July 1954, p. 77) Appl. author: Applegate Advertising Agency. © 17Jul54; KK98137.

Home canning topics, by Lucina Ball. Imagine, a quart of home-canned tomato juice ... (Canning jars & Dome lids) (In Woman's home companion, Aug. 1954, p. 62) Appl. author: Applegate Advertising Agency. © 22Jul54; KK99578.

Hygeia, the most hygienic nurser. (Nursing bottles & nipples) (In Modern medicine, June 15, 1954, p. 155) Appl. author: Applegate Advertising Agency. © 15Jun54; KK98142.

Made especially for home canning. Ball mason jars. (In the Fresno bee, Fresno, Calif., Aug. 26, 1954, p. 4-B) Appl. author: Applegate Advertising Agency. © Ball Bros. Co., inc.; 26Aug54; KK100222.

Magic at her fingertips, thanks to the makers of household chemicals. (Glass containers, metal closures & similar articles) (In Wall Street journal (Midwest ed.), Nov. 2, 1954, p. 20) Appl. author: Applegate Advertising Agency, inc. © 2Nov54; KK101859.

Naturally best for baby. Hygeia nurser. (Nursing bottles & nipples) (In My baby, July 1954, p. 8) Appl. author: Applegate Advertising Agency. © 8Jun54; KK98141.

New, Bonnie Jonnie, the sudsing liquid bowl cleaner. (In the Cincinnati post, Nov. 18, 1954, p. 36) Appl. author: Applegate Advertising Agency. © Consumer Products Div., Ball Bros. Co. (in notice: Consumer Products Div.); 18Nov54; KK102654.

New helps in home canning, by Lucina Ball. How your folks relish all the hearty goodness ... Dome lid. (In the Washington farmer, June 3, 1954, p. 30) Appl. author: Applegate Advertising Agency. © 3Jun54; KK98138.

New helps in home canning, by Lucina Ball. Spiced beets. (Canning jars & Dome lids) (In Iowa farm bureau spokesman, June 26, 1954, p. 13) Appl. author: Applegate Advertising Agency. © 26Jun54; KK98954.

New keys to home canning, by Lucina Ball. Cap the climax. (In the Michigan farmer, Sept. 18, 1954, p. 17-257) Appl. author: Applegate Advertising Agency. © 18Sep54; KK100210.

New keys to home canning, by Lucina Ball. First choice. (Canning jars & Dome lids) (In Farm journal, Aug. 1954, p. 72) Appl. author: Applegate Advertising Agency. © 13Jul54; KK99579.

New keys to home canning, by Lucina Ball. 20 million home canners ... (Canning jars & Dome lids) (In Woman's home companion, Sept. 1954, p. 118) Appl. author: Applegate Advertising Agency. © 19Aug54; KK100208.

New low prices. Hygeia nursers, nipples. (In Drug topics, Sept. 20, 1954, p. 104) Appl. author: Applegate Advertising Agency, inc. © 20Sep54; KK101781.

New tips on home canning, by Lucina Ball. Do more home canning, good way to make small budgets go far. Dome lids. (In the Progressive farmer, July 1954, p. 60) Appl. author: Applegate Advertising Agency. © 15Jun54; KK98136.

New tips on home canning, by Lucina Ball. Lining makes the difference. (Canning jars & Dome lids) (In the Hoosier farmer, Aug. 1954, p. 29) Appl. author: Applegate Advertising Agency. © 12Aug54; KK99283.

New tips on home canning, by Lucina Ball. Look for the enamel lining. (Canning jars & Dome lids) (In Household, Sept. 1954, p. 48) Appl. author: Applegate Advertising Agency. © 20Aug54; KK99282.

Now, a toilet bowl cleaner that's non-caustic, no dangerous fumes, Bonnie Jonnie. (In the Cincinnati post, Dec. 1, 1954, p. 21) Appl. author: Applegate Advertising Agency. © Consumer Products Div., Ball Bros. Co. (in notice: Consumer Products Div.); 1Dec54; KK102655.

Now, new low prices, Ball shatterproof [plastic] vials. (In American professional pharmacist, July 1954, p. 597) Appl. author: Applegate Advertising Agency. © 20Jul54; KK99321.

Now, new low prices plus new free deal. Ball shatterproof [plastic] vials. (In Drug topics, Apr. 19, 1954, p. 43) Appl. author: Applegate Advertising Agency. © 19Apr54; KK98135.

BALL BROTHERS COMPANY. Cont'd
Now, the nurser used by more hospitals than any other nationally-advertised brand ... Hygeia. (Nursing bottles & nipples) (In American druggist, Nov. 8, 1954, p. 65) Appl. author: Applegate Advertising Agency, inc. © 8Nov54; KK101782.

An orchid to the cosmetic industry. (Glass containers) (In Fortune, Sept. 1954, p. 35) Appl. author: Applegate Advertising Agency. © 31Aug54; KK100216.

Perfect sealing, cap after cap after cap. Ball photo-fitted closures give positive product protection. (Glass containers & metal closures) (In the Glass packer, Aug. 1954, p. 3 of cover) Appl. author: Applegate Advertising Agency. © 11Aug54; KK100214.

Save more by home canning, get more by using the lids with cream-white enamel lining ... (Canning jars & Dome lids) (In Household, July 1954, p. 50) Appl. author: Applegate Advertising Agency. © 20Jun54; KK98139.

Something old, and something new, something to stretch that budget, too. (Canning jars & Dome lids) (In Forecast for home economists, Sept. 1954, p. 90) Appl. author: Applegate Advertising Agency. © 17Aug54; KK100209.

To you of the brewing industry. (Glass containers) (In Fortune, Aug. 1954, p. 159) Appl. author: Applegate Advertising Agency. © 27Jul54; KK98727.

Whatever your glass packaging problem, get Ball on the line. (Glass containers & metal closures) (In Glass packer, July 1954, p. 3 of cover) Appl. author: Applegate Advertising Agency. © 11Jul54; KK98728.

BANCAD CORPORATION OF AMERICA. ©
Here is the Thriftway Club plan. (Banking) Folder. Appl. author: R. Lape Smith. © 5Jan54; KK98914.

BANKER (R. C.) AND COMPANY. ©
Big price shattering, February furniture sale. Folder. © 10Dec54; KK102368.

Christmas gifts for happier living. (Furniture) Folder. © 10Oct54; KK100374.

Dutch treat sale. [Promotional sale series] (Furniture) Sheets. © 21Oct54; KK100992.

For our old customers only. All star advance Christmas gift sale. (Furniture) Sheet. © 10Oct54; KK100373.

BANKERS LIFE AND CASUALTY COMPANY. ©
This low-cost broad coverage hospitalization is available to individuals. White Cross Plan. (Insurance) (In the Kansas City star, May 23, 1954, p. 12 D) Appl. author: Grant, Schwenck & Baker, inc. © 23May54; KK98052.

Two out of every three families now have hospitalization. White Cross Plan. (Insurance) (In Des Moines Sunday register, May 16, 1954, p. 4-M) Appl. author: Grant, Schwenck & Baker, inc. © 16May54; KK98054.

Under the low-cost famous White Cross Plan, we'll pay you as much as \$200.00 a month ... (Insurance) (In St. Louis globe democrat, May 23, 1954, p. 20 A) Appl. author: Grant, Schwenck & Baker, inc. © 23May54; KK98053.

While you are reading this page, catastrophe will strike 360 people. White Cross Plan. (Insurance) (In Chicago daily tribune,

June 22, 1954, p. 15) Appl. author: Grant, Schwenck & Baker, inc. © 22Jun54; KK98055.

BANKERS LIFE COMPANY. ©
Can \$5.00 a week bring freedom from money worry? (Insurance) (In Better homes & gardens) Appl. author: John Wheatley. © 25Aug54; KK100889.

How \$5.00 a week started us toward financial security. (Insurance) (In Time, June 7, 1954, p. 99) Appl. author: John Wheatley. © 3Jun54; KK98254.

What about your farm if something happened to you? (Insurance) (In Country gentleman, Sept. 1954, p. 25) Appl. author: John Wheatley. © 25Aug54; KK99731.

What, \$5.00 a week free us from money worries? (Insurance) (In Better homes & gardens) Appl. author: John Wheatley. © 24Sep54; KK101255.

BANKERS PUBLICITY COMPANY.
Cash Trap. (Paper banks) Card. © Charles S. Finberg, d.b.a. Bankers Publicity Co.; 12Jan54; KK98410.

BARCALO MANUFACTURING COMPANY. ©
All right, Mr. Captain of Industry, your fifteen minutes is up. Barcalounger. (Reclining chairs) (In the New Yorker, Feb. 21, 1953, p. 15) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19Feb53; KK99136.

Coming apart at the seams? Relax in a Barcalounger. (Reclining chairs) (In the Saturday evening post, Apr. 10, 1954, p. 102) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 7Apr54; KK99134.

Feel like something the cat dragged in? See the beautiful new Barcaloungers at fine stores everywhere. (Reclining chairs) (In the New Yorker, Feb. 6, 1954, p. 8) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 4Feb54; KK99140.

Feel like something the cat dragged in? See the one and only Barcalounger in styles and coverings to fit any room ... (Reclining chairs) (In the Saturday evening post, Feb. 6, 1954, p. 77) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 3Feb54; KK99133.

Here's how 100,000 families learned to relax. Barcalounger. (Reclining chairs) (In Life, Jan. 26, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 23Jan53; KK99127.

How much is that Barcalounger in the window? (Reclining chairs) (In the New Yorker, June 6, 1953, p. 103) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 4Jun53; KK99137.

My Barcalounger made me miss the big fight. (Reclining chairs) (In the Saturday evening post, May 23, 1953, p. 165) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20May53; KK99126.

Over 100,000 American families have learned to relax. Barcalounger. (Reclining chairs) (In Better homes & gardens, Feb. 1953, p. 163) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 23Jan53; KK99132.

Read, rest, relax, you can do all three in the genuine Barcalounger. (Reclining chairs) (In Life, Mar. 30, 1953, p. 125) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 27Mar53; KK99129.

Recipe for happy husbands. Place in Barcalounger for 15 minutes and serve. (Reclining chairs)

(In the New Yorker, Mar. 28, 1953, p. 12) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 26Mar53; KK99139.

Relax, here are Barcaloungers for every member of the family. (Reclining chairs) (In Life, Oct. 12, 1953, p. 8) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9Oct53; KK99130.

Santa Claus presents six beautiful Barcaloungers. (Reclining chairs) (In the Saturday evening post, Oct. 31, 1953, p. 193) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 28Oct53; KK99128.

Santa Claus presents three beautiful Barcaloungers. (Reclining chairs) (In Better homes & gardens, Nov. 1953, p. 216) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 23Oct53; KK99131.

What size chair do you wear, Aunt Grace? Barcalounger. (Reclining chairs) (In the New Yorker, Apr. 25, 1953, p. 85) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 23Apr53; KK99138.

Working like a horse? Relax in a Barcalounger. (Reclining chairs) (In the New Yorker, Mar. 13, 1954, p. 17) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 11Mar54; KK99135.

BARDAHL OIL COMPANY, INC. ©
Authority approved brake fluid. 12 fl. ozs. Label. Appl. author: Irwin E. Fuchs. © 20Aug54; KK101718.

Authority approved brake fluid. 12 fl. ozs. Label. Appl. author: Melvin Roman. © 20Aug54; KK99487.

BARNES CHASE COMPANY. ©
You're looking at a wonderful Fourth. Caliente crace track! (In San Diego evening tribune, July 2, 1954, p. a-15) © 2Jul54; KK98467.

BARNES, MACKIE JEWEL SKAGGS. ©
Quickit hand covered purses to match each suit, dress or coat. Do it yourself kit. Sheet. © 29Dec54; KK102816.

BARREL SERVICE AND ENGINEERING COMPANY. ©
Now the new exclusive V loc construction will fit all trailer hitch balls. V loc Husky Cover. Catalog sheet. Appl. author: William Hoyt Truesdell. © 1Jul54; KK99062.

BARRY, JAMES ALLISON.
Nat first ad service. SEE Lamb, Ora William.
Presenting the first national family. SEE Lamb, Ora William.

BARTLETT (C. O.) AND SNOW COMPANY. ©
Bartlett-Snow belt conveyor idlers. Bulletin no. 111. 11 p. Appl. author: Herbert Sherman Hersey. © 11Nov53; KK100917.

BARTON, INC. ©
Bonbonniere. [Christmas tree tin] (Confectionery) Label. © 18Oct54; KK101033.

Continental Patisserie. (Baked goods) Label. © 3Sep54; KK99672.

Season's greetings. Barton's bonbonniere. [Tin] (Confectionery) Label. © 18Oct54; KK101034.

Season's greetings. Barton's bonbonniere. Two pounds net. (Confectionery) Label. © 8Oct54; KK100509.

Season's greetings. Chocolate greeting card. Barton's bonbonniere. Two ounces net. [Box] (Confectionery) Label. © 16Nov54; KK101612.

Smokey chocolate pops. Barton's bonbonniere. 6 pieces. Label. © 21Dec54; KK102710.

BAY VIEW FEDERAL SAVINGS AND LOAN ASSOCIATION. ©

Mr. Green finances his automobile through his bank, but he saves at Bay View. (In the San Francisco news, July 1, 1954, p. 17) Appl. author: Howard Luck Gossage. © 1Jul54; KK101636.

Mrs. Griswold finances her refrigerator through her bank, but she saves at Bay View. (In San Francisco chronicle, July 2, 1954, p. 16) Appl. author: Howard Luck Gossage. © 2Jul54; KK101634.

Mrs. Wilcox pays her bills by bank check, but she saves at Bay View. (In San Francisco chronicle, June 30, 1954, p. 6) Appl. author: Howard Luck Gossage. © 30Jun54; KK101635.

BAYLEY (WILLIAM) COMPANY. ©

Another far-reaching advancement from Bayley Visioneering. Aluminum projected windows in panel wall arrangements. Sheet. Appl. author: Wheeler-Kight & Gainey, inc. © 12Mar54; KK98177.

Visioneering in your plant. (Metal windows) Sheet. Appl. author: Wheeler-Kight & Gainey, inc. © 12Mar54 (in notice: 1953); KK98650.

BEACON COMPANY. ©

Here's how, it's so easy, make a test. (Floor wax) Folder. © 29Oct54; KK101626.

Thrill waxes furniture. For dark furniture. Contents 16 ounces. Label. © 30Sep54; KK100904.

Thrill waxes furniture. For dark furniture. Contents 10 1/2 ounces. Label. © 30Sep54; KK100899.

Thrill waxes furniture. For dark furniture. 2 ounces. Label. © 30Sep54; KK100891.

Thrill waxes furniture. For light furniture. Contents 10 1/2 ounces. Label. © 30Aug54; KK99668.

Thrill waxes furniture. For light furniture. Contents 10 1/2 ounces. Label. © 30Sep54; KK100907.

Thrill waxes furniture. For light furniture. 2 ounces. Label. © 30Sep54; KK100906.

BEALS, VERNON.

Hugh Dooit demands and gets attention in your local paper ... SEE Colgan, Ken.

BEAR MANUFACTURING COMPANY. ©

Atlas Manbee On-A-Car [wheel] balancer. [Catalog sheet] Folder. Appl. author: Van Auken, Ragland & Stevens. © Manbee Equipment Division, Bear Mfg. Co.; 5Aug54; KK99106.

Bear On-A-Car [wheel] balancer. [Catalog sheet] Folder. Appl. author: Van Auken, Ragland & Stevens. © 21Jun54; KK99107.

Extra profits from Bear [automotive] equipment moved us from here to here. (In Motor, Sept. 1954, p. 85) Appl. author: Van Auken, Ragland & Stevens. © 15Sep54; KK100886.

Is your car giving you the shock treatment due to wheels that wiggle and bounce. Bear Dy-Namic balancing stops the shock treatment. (In the Saturday evening post) Appl. author: Van Auken, Ragland & Stevens) © 1Jul54; KK101387.

See your Bear jobber for the most challenging demonstration you've ever had. New Bear On-A-Car [wheel] balancer with sensational new balance prover. (In Super service station, July 1954, p. 55) Appl. author: Van Auken, Ragland & Stevens. © 15Jul54; KK99214.

See your steering troubles turn into smoother, safer rides right before your eyes. (Automotive equipment) (In the Saturday evening post, Aug. 7, 1954, p. 95) Appl. author: Van Auken, Ragland & Stevens. © 5Aug54; KK101390.

Why put up with driving jitters due to thumping of egg-shaped tires? Get the Bear Balantru cure for driving jitters. (Automotive equipment) (In the Saturday evening post, May 8, 1954, p. 114) Appl. author: Van Auken, Ragland & Stevens. © 6May54; KK101389.

With Indianapolis race drivers the answer is yes to these questions. (Automotive equipment) (In the Saturday evening post, June 5, 1954, p. 114) Appl. author: Van Auken, Ragland & Stevens. © 3Jun54; KK101388.

BEAT THE CLOCK, INC. ©

CBS television's Beat the Clock. (Game) Label. Appl. author: Lowell Toy Corp. © 8Mar54; KK98849.

BEATRICE FOODS COMPANY. ©

Just waiting for your straw. Tropic cooler made with Meadow Gold lime sherbet. (In Life, July 5, 1954, p. 62) Appl. author: Eugene E. Gallivan. © 2Jul54; KK98526.

Meadow Gold mealtime adventures, by Beatrice Cooke. Free, recipes for 10 cheese surprises. (In Ladies' home journal, Oct. 1954, p. 8) Appl. author: Madeleine Barnes. © 29Sep54; KK100703.

Meadow Gold mealtime adventures, by Beatrice Cooke. Free, 10 easy recipes for Christmas cookies. (In Ladies' home journal, v. 71, no. 11, p. 206) Appl. author: Madeleine Barnes. © 28Oct54; KK101803.

Meadow Gold mealtime adventures, by Beatrice Cooke. Free, 10 milk-rich casserole recipes. (In Ladies' home journal, Sept. 1954, p. 108) Appl. author: Madeline Barnes. © 25Aug54; KK100051.

Meadow Gold mealtime adventures, by Beatrice Cooke. Free, 10 new recipes for ice cream desserts. (In McCall's, Dec. 1954, p. 94) Appl. author: Madeleine Barnes. © 18Nov54; KK102511.

Meadow Gold mealtime adventures, by Beatrice Cooke. Free, 10 summer cool-off recipes. Recipe for tropic cooler. (In Ladies' home journal, July 1954, p. 3) Appl. author: Madeline Barnes. © 30Jun54; KK98530.

Meadow Gold mealtime adventures, by Beatrice Cooke. Free, 10 tempting buttermilk recipes. Recipe for 3-in-1 meat loaf. (In Ladies' home journal, June 1954, p. 104) Appl. author: Madeleine Barnes. © 26May54; KK97845.

BEAUTY QUEST COMPANY.

Beauty Quest [cosmetics] Label. © Elsie Combs & Margery L. Ousley, d.b.a. Beauty Quest Co.; 6Jul54; KK98741.

BECKER, HAROLD. ©

Announcing Sound Hunt, a contest for tape recorder enthusiasts. Sheet. © 25May54; KK98042.

BECTON, DICKINSON AND COMPANY. ©

Elasticity for compression, body for support. Ace rubber-elastic bandage. Ace full-footed elastic hosiery. Sheet. © 19Jun54; KK98231.

Hospital Ace rubber-elastic bandage. F89-54. Folder. © 11Oct54; KK100892.

BEHLE BROTHERS COMPANY. ©

Famous cheese gifts for gracious living. Folder. © 18Aug54; KK99445.

BELLE MANUFACTURING COMPANY. ©

Easy-White, white wall tire cleaner. 16 fluid ounces. Label. Appl. author: Norman C. Gilbert. © 7Aug54; KK99461.

BELLOFRAM CORPORATION. ©

Bellofram for frictionless power. (Fluid seals & diaphragms) (In Design news, Aug. 1, 1954, p. 4) Appl. author: Meissner & Culver, inc. © 1Aug54; KK99077.

BENDIX AVIATION CORPORATION. ©

Schematic diagram of PD-9G1 Stromberg injection carburetor. Sheet. Appl. author: George A. Thomson. © 28Jan54; KK102039.

Schematic diagram of Stromberg PD-12K14, and PD12K18 injection carburetor. Sheet. Appl. author: Wendell W. Knepple. © 4Feb54; KK102038.

Schematic diagram of Stromberg PR-48A4 carburetor. Sheet. Appl. author: George A. Thomson. © 15Jan54; KK102037.

Schematic diagram of the Bendix model AJ-A2, gas turbine fuel control unit. Sheet. Appl. author: Bruce Kunkle. © 30Jun53; KK102036.

BERGEN PENCIL COMPANY. ©

Time to reorder pencils. Avalon flexbond. Folder. Appl. author: Raymond Joseph Urmston, Jr. © 29Sep54; KK101373.

BERGER ENGINEERING COMPANY. ©

Manipulators for handling slugs, billets, bars, etc., for hot forging, pressing, rolling. (In Industrial heating, Oct. 1954, p. 1931) Appl. author: John Nicholas Berger. © 21Oct54; KK101371.

BERSWORTH CHEMICAL COMPANY. ©

Versen-01 is a brand new word. (In Scientific American, June 1954, p. 24) Appl. author: Meissner & Culver, inc. © 1Jun54; KK99108.

BESS, GUY BROWN. ©

Fortified by pure wheat germ. (Baking products) Label. © 21Jun54; KK99338.

BEST AND COMPANY, INC. ©

Babies are always in season at the world-renowned Lilliputian Bazaar. (Baby clothes). (In New York times, July 4, 1954, p. 7) © 4Jul54; KK98072.

A child's dream of Christmas, the Lilliputian Gift Bazaar. (Toys & clothes) (In the New York times, Nov. 28, 1954, p. 7) © 28Nov54; KK101990.

One of the most successful dresses of our time. The Shirtmaker. (In New York herald tribune, Sept. 12, 1954, p. 5) © 12Sep54; KK99875.

Shirtmakers. Loved, worn and cherished by smart women ... (Dresses) (In the New York times, Dec. 26, 1954, p. 7) © 26Dec54; KK102775.

BEST FEEDS AND FARM SUPPLIES, INC. ©

Joy dog food. 5 lbs. Label. © 15Oct54; KK102688.

BEST FOODS, INC. ©

Extra smile-age in every shine.
Shinola shoe polish. (In American weekly, Nov. 7, 1954, p. 20)
Appl. author: Earle Ludgin & Co.
© 7Nov54; KK101643.

Here's where I get my money's worth.
Shinola shoe polish. (In Parade, Oct. 10, 1954, p. 24) Appl. author: Earle Ludgin & Co.
© 10Oct54; KK100714.

Look mom, no buffing. Shinola shoe polish. (In American weekly, Oct. 17, 1954, p. 16) Appl. author: Earle Ludgin & Co. © 17Oct54; KK100973.

See, no elbow grease. Shinola shoe polish. (In the American weekly, Nov. 28, 1954, p. 20) Appl. author: Earle Ludgin & Co.
© 28Nov54; KK102351.

What a treat when your dancing partner is all feet. Shinola wax liquid shoe polish. (In Parade, Sept. 19, 1954, p. 23) Appl. author: Earle Ludgin & Co.
© 19Sep54; KK100097.

BETHANY FELLOWSHIP, INC. ©

Lefse Plate. (Electric grill & griddle) Folder. Appl. author: Maurice F. Johnson. © 29Jul54; KK101153.

BETTER TOMORROW PUBLISHING COMPANY. ©

Ladder of progress. (Personal record keeper) Sheet. Appl. author: C. E. Rickard. © 6Dec54; KK102697.

BIEN TRADING COMPANY, INC. ©

Fiesta imported sardines in pure olive oil. Net weight 3 3/4 oz. Label. Appl. author: George Zeppos. © 7Jun54; KK100384.

BILL-ADS COMPANY. ©

Super shopping list. (Grocery products) Sheet. Appl. author: Sidney H. Pelter. © 1Aug54; KK101507.

BIOMET PRODUCTS COMPANY.

Biomet is a product of bio-metallurgical combinations ... (Soil conditioner) Label. © Harmon E. Keyes, d.b.a. Biomet Products Co.; 24Jun54; KK99401.

BIRD AND SON, INC. ©

Delson Dash Abouts. (Shoe box) Label. © 8Oct54; KK100956.

BIRSHTEIN STUDIOS, INC. ©

Ben-Day. (Drapery & upholstery fabrics) Card. © 23Nov54; KK102644.

Pine bark. (Drapery & upholstery fabrics) Card. © 23Nov54; KK102643.

Statesman fiberglass originals Glasstex & Glassnet. (Fiberglass drapery & upholstery materials) Card. © 23Nov54; KK102646.

Sumatra. (Drapery & upholstery fabrics) Card. © 23Nov54; KK102647.

Tangier. (Drapery & upholstery fabrics) Card. © 23Nov54; KK102645.

BISHOP, E. C. ©

City and state driver's signals. (Specialty advertising devices) Card. © 11Oct54; KK100707.

BISHOP (HAZEL) INC. ©

Instantly, look lovelier, younger. Complexion Glow [liquid rouge] Merchandise card. © 10Nov51; KK99349.

BIXLER, RODGER, sole owner, APPLIANCE SERVICE SPECIALISTS COMPANY. SEE Appliance Service Specialists Company.

BLACK AND WEBSTER, INC. ©

All-electric impact tools for high-speed, economical production. Stake, mark ... ElectrOpunch ... Pamphlet. © 31Dec53; KK98351.

BLACK GOLD STAMP COMPANY. ©

Saving stamp. (Hardware, furniture & related products) © 27Aug54; KK99597.

BLACO MANUFACTURING COMPANY.

Billows of minnows even on a windy day, with a Harpoon minnow net. Form 39. Catalog sheet. Appl. author: S. J. Haretik. © S. J. Haretik & I. W. McCullbey, d.b.a. Blaco Mfg. Co.; 15May54; KK99329.

BLATZ BREWING COMPANY. ©

Blatz beer in cans, new low price. (In Detroit free press, July 2, 1954, p. 4) Appl. author: Wm. H. Weintraub Co., inc. © 2Jul54; KK98481.

Golden flavor makes Milwaukee's finest beer even finer. [Girl holding bottle; face & shoulders profile] (In Life, July 12, 1954, p. 58) Appl. author: Wm. H. Weintraub Co., inc. © 12Jul54; KK98196.

Golden flavor makes Milwaukee's finest beer even finer. [Girl's head, bottle; sunflower background] (In Life, June 21, 1954) Appl. author: Wm. H. Weintraub & Co., inc. © 21Jun54; KK98459.

Taste that golden flavor. Milwaukee Blatz beer. cGirl with picture frame holding bottle in right hand; (Billboard poster F4-07) © 1Jul54; KK100067.

Taste that golden flavor. Milwaukee Blatz beer. cGirl with umbrella holding bottle in right hand; (Billboard poster F4-06) © 1Jun54; KK100068.

Taste that golden flavor. Milwaukee Blatz beer. cHead & face of girl & hand holding bottle; (Billboard poster F4-04) © 1Apr54; KK100069.

Taste that golden flavor. Milwaukee Blatz beer. [Head, face & shoulders of girl wearing earrings & polka dot bow; bottle in right hand] (Billboard poster F4-05) © 1May54; KK100112.

BLEVINS (M. W.) COMPANY.

Blevins Hickory Pit Bar-B-Q sauce. Label. © Maxwell Wilson Blevins, d.b.a. M. W. Blevins Co.; 10Jul54; KK100457.

BLEVINS, MAXWELL WILSON, d.b.a. M. W. BLEVINS COMPANY. SEE Blevins (M. W.) Company.

BLISTEX, INC. ©

Blistex, best for cold sores, chapped lips, fever blisters. Handy pocket size, 39¢. Display poster. Appl. author: Tim Morrow. © 28Jun54; KK99529.

Blistex, best for cold sores, chapped lips, fever blisters. Handy pocket size, 39¢. Label. Appl. author: Tim Morrow. © 28Jun54; KK98234.

Blistex, best for cold sores, chapped lips, fever blisters. 1/8 oz. Label. Appl. author: Tim Morrow. © 28Jun54; KK97966.

BLOOM (ROY M.) INC. ©

Easy, free diamond puzzle for you. (Contest) Folder. Appl. author: Roy M. Bloom. © 18Jun54; KK98044.

BLUMBERG, JERRY. ©

Coffee, cigarettes, whiskey, used moderately will not always cause headaches, but poor vision will.

(Ophthalmic products) (In West Side courier) © 15Jul54; KK99676.

To begin with, a better examination. (Ophthalmic products) (In Detroit news) © 11Jul54; KK99677.

BOAKA KOMPANIYA. ©

America's new drink sensation. Samovar dry vodka now available in Oregon. (In the Oregonian, July 12, 1954, p. 10) Appl. author: Wm. H. Weintraub Co., inc. © 12Jul54; KK98439.

Samovar dry Vodka, now available in Washington at a new low price. (In Seattle times, May 7, 1954, p. 4) Appl. author: Wm. H. Weintraub Co., inc. © 7May54; KK98176.

BOHANNON (DAVID D.) ORGANIZATION. ©

Coming to the Peninsula, and soon. One-stop city shopping ... Hillsdale, center of the Peninsula. (In San Mateo times & post, Nov. 4, 1954, p. 16) Appl. author: Gerth-Pacific Advertising Agency. © 4Nov54; KK101700.

Hillsdale's under construction. One stop city shopping coming soon ... (In San Mateo times (Fiesta ed.), Aug. 4, 1954, p. 25) Appl. author: Gerth-Pacific Advertising Agency. © 4Aug54; KK99350.

BOLLER BEVERAGES, INC. ©

Official Boller beverage label coloring contest guide. (Soft drinks) Folder. Appl. author: John J. Zboyan. © 15Oct54; KK101492.

BONNIE DOG FOOD COMPANY.

Dog-E-Stu, a Bonnie product for pets. Contents 14 1/2 oz. avoirdupois. Label. © Allan D. Lynn, d.b.a. Bonnie Dog Food Co.; 4May54; KK98536.

BONNIE TOGGS, INC. ©

The miracle brushed cotton cashmere glamour sweater. Label. © 11Aug54; KK99918.

BONSIB, LOUIS W., d.b.a. BONSIB DRIVE-INS. SEE Bonsib's Drive-Ins.

BONSIB'S DRIVE-INS.

Free Bonburger get-acquainted offer. (Sandwiches) Card. © Bonsib's Drive-Ins, a firm consisting of L. W. Bonsib, d.b.a. Bonsib Drive-Ins; 10Oct54; KK100764.

BOONE BAIT COMPANY, INC. ©

Boone cartifical; fishing lures tell their story in record-breaking performance. Catalog sheet. Appl. author: Donald Franklin Boone. © 6Aug54; KK99892.

BOOTH, CLARA D., d.b.a. FLANNEL FUN. SEE Flannel Fun.

BOOTH FISHERIES CORPORATION. ©

Famous Booth foods. Quick frozen pre-cooked breaded fish sticks. Net wt. 10 ounces. Label. © 22Apr54; KK101950.

BORDEN COMPANY. ©

Ahoy, time to enjoy a pretty dream boat salad, loaded with ... Borden's cottage cheese. (In Chicago daily news, May 17, 1954, p. 23) Appl. author: Jim Hicks. © 17May54; KK98356.

Borden quarterly memo to stockholders. (Food products) Pamphlet. Appl. author: Milton Fairman. © 1Sep54; KK101667.

A bountiful, berry-full feast. Borden's strawberry ice cream pie. (In Chicago American, Sept. 24, 1954, p. 25) Appl. author: Jim Hicks. © 24Sep54; KK101666.

- Fresh strawberry freeze. Frozen dessert. Net contents one pint. Label. Appl. author: Wallace Echlund. © 1Jul53; KK99549.
- Ice cream sandwich. Net ice cream contents: 2 fl. ozs. Label. © 8Feb54; KK99548.
- Magnolia brand sweetened condensed milk. Net wt. 14 ozs. Label. Appl. author: Thomas B. Kerr. © 10Jun52; KK98352.
- Make it easier for your customers, and yourself. Only Borden's brings you a complete line of cream; light, medium, heavy ... (In Grocer-graphic, May 11, 1954, p. 2) Appl. author: Frank Gianninoto. © 11May54; KK98355.
- New taste thrill from Borden's. Imported Dutch chocolate drink and ice cream. (In Chicago daily tribune, May 6, 1954, p. 3) Appl. author: Jim Hicks. © 6May54; KK98357.
- Oh, this is the way to start a new day. Crispy cereal ... Borden's Half-and-Half milk & cream (In Chicago American, Apr. 19, 1954, p. 12) Appl. author: Jim Hicks. © 19Apr54; KK98353.
- Why instant isn't the whole story on non fat dry milk. Starlac. (In Supermarket news, Oct. 11, 1954, p. 16-17) © 11Oct54; KK101665.
- You'll love it cold, you'll love it hot, Borden's Dutch chocolate drink. (In Chicago daily news, May 11, 1954, p. 17) Appl. author: Jim Hicks. © 11May54; KK98354.
- BORG-ERICKSON CORPORATION. ©**
Introducing an extraordinary new bathroom scale. The Flight, by Borg. Sheet. Appl. author: Wallace-Ferry-Hanly Co. © 15Apr54; KK98936.
- BORG-WARNER CORPORATION.**
Dad says it's the chamfer that counts. Atkins chamfer chain for all chain saws. (In Popular mechanics, Sept. 1954, p. 277) Appl. author: Keeling & Co., inc. © Atkins Saw Division, Borg-Warner Corp.; 1Sep54; KK101831.
- BORROUGHS MANUFACTURING COMPANY. ©**
First new advance in steel shelving in 20 years. New Borroughs unitized flexi steel shelving. Folder. Appl. author: Roland G. Spedden. © 14May54; KK97953.
- New Borroughs unitized flexi steel shelving. (In Modern materials handling, June 1954, p. 23-25) Appl. author: Roland G. Spedden. © 1Jun54; KK97952.
- BOTANY MILLS, INC. ©**
Botany 500, Cameo Sheen gabardine tailored by Daroff. You will instinctively admire the rich, silky texture ... (Men's suits) (In Life, Dec. 6, 1954, p. 202) © 3Dec54; KK102812.
- Botany 500, Fire-Fly worsteds tailored by Daroff. (Men's suits) (In the New York times magazine, Sept. 5, 1954, p. 56) © 5Sep54; KK102736.
- Botany 500, flannel tailored by Daroff. The world's most famous ... (Men's suits) (In Time, Oct. 25, 1954, p. 4) © 21Oct54; KK102815.
- Botany 500, Gladiator Weaves, tailored by Daroff. (Men's suits) (In True, Oct. 1954, p. 17) © 17Sep54; KK102739.
- Botany 500, Off-Timers, tailored by Daroff. Sport coats [and] slacks. (In Esquire, Oct. 1954, p. 141) © 8Sep54; KK102735.
- Botany 500, Regency gabardine tailored by Daroff. For your best appearance ... (Men's suits) (In Time, Nov. 22, 1954, p. 6) © 18Nov54; KK102813.
- Botany 500, Woodland ... a coat of a different color ... tailored by Daroff. (In the New Yorker, Oct. 16, 1954, p. 93) © 14Oct54; KK102738.
- The fashions that men of fashion wear. Botany 500 tailored by Daroff. (In the New York times magazine, Oct. 3, 1954, p. 3) © 3Oct54; KK102781.
- Only Botany 500 tailored by Daroff, has the X-ray tag to give you the inside story of quality. (Men's suits) (In the New York times magazine, Aug. 15, 1954, p. 35) © 15Aug54; KK99389.
- Only Botany 500, tailored by Daroff; X-Ray tag, reveals the hidden materials ... [Man carrying brief case in left hand] (Men's suits) (In the New York times magazine, May 9, 1954, p. 80) © 9May54; KK98682.
- Only Botany 500, tailored by Daroff. X-Ray tag, reveals the hidden materials ... [Man holding horse with left hand] (Men's suits) (In Look, Apr. 20, 1954, p. 76) © 6Apr54; KK98464.
- Only Botany 500, tailored by Daroff; X-Ray tag, reveals the hidden materials ... [Man with paper in both hands] (Men's suits) (In the Saturday evening post, Apr. 24, 1954, p. 139) © 21Apr54; KK98582.
- Power; there is no other line of quality men's clothing in America ... Botany brand 500 tailored by H. Daroff & Sons, inc. (In Daily news record, Sept. 21, 1954, p. 37) © 21Sep54; KK100536.
- Power of fashion. To the average man, fashion is based on how well he looks in a suit. Botany brand 500, tailored by H. Daroff & Sons, inc. (In Daily news record, Oct. 7, 1954, p. 7) © 7Oct54; KK100861.
- Power of quality. Quality is how good you can make the product to serve the consumer best ... Botany brand 500 tailored by H. Daroff & Sons, inc. (Men's clothing) (In Daily news record, Oct. 4, 1954, p. 9) © 4Oct54; KK100578.
- Power of value. The power-full line is Botany brand 500 tailored by H. Daroff & Sons, inc. (Men's clothing) (In Daily news record, Sept. 27, 1954, p. 7) © 27Sep54; KK100537.
- The shorts that walk with a swagger. Short Trews, by Botany. (In the New Yorker, May 22, 1954, p. 88) © 20May54; KK98618.
- We're proud that Philadelphia is our home. H. Daroff & Sons, inc., makers of Botany brand 500, tailored by Daroff clothing. (In Daily news record, Oct. 11, 1954, p. 4) © 11Oct54; KK100862.
- You don't pay more, you get more when you buy Botany 500 tailored by Daroff. (Men's clothing) (In the New York times magazine, Sept. 19, 1954, p. 7) © 19Sep54; KK102780.
- BOURNS LABORATORIES, INC. ©**
Bourns sub-miniature Trimpots provide the ultimate in circuit trimming. (Potentiometers) © 21Mar54; KK100308.
- BOYD, MAX WENDELL. ©**
Car hammock instructions for cars with metal frame at rear window. Sheet. © 6Oct54; KK100693.
- BOYF MAGAZIN. SEE Magazin, Boyf.**
- BRADLEY (MILTON) COMPANY. ©**
Another key to fun and learning. Alpha blocks. (Games & educational devices) Label. Appl. author: Millens W. Taft. © 6Jan54; KK100117.
- BRADSHAW, HARRY DENNIS, sole owner, SUPERIOR PLANS. SEE Superior Plans.**
- BRADY (W. H.) COMPANY. ©**
Brady self-sticking all-temperature wire markers, on Brady blue streak dispenser cards. Bulletin no. 130-B. 7 p. Appl. author: John Arthur Pescheck. © 8Jul54; KK98260.
- BRAINARD STEEL DIVISION OF SHARON STEEL CORPORATION. SEE Sharon Steel Corporation.**
- BRANDENFELS, CARL. ©**
How to protect your hair health. (Hair treatment) Folder. © 15Jul54; KK98640.
- BRAUNWORTH, PERCY L. ©**
Concrete roof decks with prestressed bar joists. (Building structure) Sheet. © 25Oct54; KK102543.
- Prestressed bar joists and wood roof with surface fireproofing. (Building structure) Sheet. © 25Oct54; KK102544.
- BRAVO MACARONI COMPANY.**
Bravo 60 second macaroni. Net weight 8 oz. Label. Appl. author: Horace P. Gioia. © Alfonso Gioia & Sons, inc., d.b.a. Bravo Macaroni Co.; 16Aug54; KK99493.
- BREA CHEMICALS, INC. ©**
Well, how'd you make out this year? (Fertilizer) (In Western livestock journal, Dec. 1954, p. 13) © 19Nov54; KK101850.
- BRECK (JOHN H.) INC. ©**
Beautiful hair; Breck Brilliant. Net wt. 1 oz. Label. © 8May45; KK102797.
- Beautiful hair; Breck Brilliant. Net wt. 2 oz. Label. © 8May45; KK102801.
- Beautiful hair; Breck creme rinse. Contents 8 fl. oz. Label. © 22Nov54; KK102651.
- Beautiful hair; Breck golden wave for normal hair. Contents 8 1/2 fl. oz. Label. © 22Nov54; KK102332.
- Beautiful hair; Breck golden wave for resistant hair. Contents 4 fl. oz. lotion, 4 fl. oz. neutralizer, 1/2 fl. oz. curl conditioner. Label. © 22Nov54; KK102520.
- Beautiful hair; Breck golden wave for tinted, bleached and damaged hair. Contents 4 fl. oz. lotion, 4 fl. oz. neutralizer, 1/2 fl. oz. curl conditioner. Label. © 22Nov54; KK102482.
- Beautiful hair; Breck golden wave instant neutralizer. Contents 4 fl. oz. Label. © 22Nov54; KK102147.
- Beautiful hair; Breck golden wave lotion for normal hair. Contents 4 fl. oz. Label. © 22Nov54; KK102187.
- Beautiful hair; Breck golden wave lotion for resistant hair. Contents 4 fl. oz. Label. © 22Nov54; KK102428.
- Beautiful hair; Breck golden wave lotion, for tinted, bleached and damaged hair. Contents 4 fl. oz. Label. © 22Nov54; KK102342.
- Beautiful hair; Breck hairdress, cream hairdressing, cream rinse. Trucene. Contents 2 1/2 fl. oz. Label. © 22Dec50; KK102734.

BRECK (JOHN H.) INC. Cont'd.

Beautiful hair; Breck Lipicil curl conditioner. Net weight 1/2 oz. Label. © 22Nov54; KK102148.

Beautiful hair. Breck no. 2 hair cream. Contents 2 oz. Label. © 10Jan39; KK102700.

Breck facial lavo. Liquid face cleaner. Contents 8 fl. oz. Label. © 13Nov47; KK102711.

Breck PH8 lather oil shampoo for dry hair. Contents 1 pint. Label. © 24May48; KK102535.

Breck Trucene for men. A cream hairdressing. Contents 4 fl. oz. Label. © 8May45; KK102713.

BREHM, FREDERICK W. ©

Lucky Lock-it key holder. Label. © 23Jun54; KK97946.

Lucky Lock-it pencil holder. Label. © 23Jun54; KK97947.

BRIGGS MANUFACTURING COMPANY. ©

Briggs Beautyware announces a new color, two new lavatories. (Plumbing ware & bathroom fixtures) (In NAHB correlator, May 1954, p. 115-116) Appl. author: MacManus, John & Adams, inc. © 1May54; KK98857.

Briggs' Beautyware helps you to cash in on two-bathroom profits. (Plumbing ware & bathroom fixtures) (In Domestic engineering, Aug. 1954, p. 77) Appl. author: MacManus, John & Adams, inc. © 1Aug54; KK99267.

Briggs Beautyware in gorgeous pastel colors. Sandstone. (Plumbing ware & bathroom fixtures) (In Better homes & gardens, Oct. 1954, p. 174) Appl. author: MacManus, John & Adams, inc. © 10Oct54; KK101088.

Briggs Beautyware in lovely decorator colors. Your smartest move for modern living. (Plumbing ware & bathroom fixtures) (In Better homes & gardens, July 1954, p. 157) Appl. author: MacManus, John & Adams, inc. © 1Jul54; KK98302.

Briggs' engineering features cut your installation time, stop expensive call-backs. (Plumbing ware & bathroom fixtures) (In Domestic engineering, July 1954, p. 82) Appl. author: MacManus, John & Adams, inc. © 1Jul54; KK98855.

Briggs' engineering features reduce your construction costs, assure customer satisfaction. (Plumbing ware & bathroom fixtures) (In Architectural record, July 1954, p. 206) Appl. author: MacManus, John & Adams, inc. © 1Jul54; KK99225.

Briggs' engineering features reduce your construction costs, assure customer satisfaction. (Plumbing ware & bathroom fixtures) (In House & home, July 1954, p. 51) Appl. author: MacManus, John & Adams, inc. © 1Jul54; KK98301.

Engineering features like these make Briggs drains work better, wear longer. (Plumbing ware & bathroom fixtures) (In Practical builder, Sept. 1954, p. 42) Appl. author: MacManus, John & Adams, inc. © 1Sep54; KK100119.

Follow the lead of your new NAHB movie ... Install two bathrooms of colorful Briggs Beautyware in every home you build. They'll sell faster. (Plumbing ware & bathroom fixtures) (In NAHB correlator, Aug. 1954, p. 119-120) Appl. author: MacManus, John & Adams, inc. © 1Aug54; KK99800.

Here are two more Briggs engineering features designed to save you time, labor, call-backs. (Plumbing ware & bathroom fixtures) (In Domestic engineering, Nov. 1954, p. 152) Appl. author: MacManus, John & Adams, inc. © 1Nov54; KK102181.

Here are two more Briggs engineering features designed to speed your installations. (Plumbing ware & bathroom fixtures) (In Practical builder, Nov. 1954, p. 94) Appl. author: MacManus, John & Adams, inc. © 1Nov54; KK102182.

It's so much easier to sell a home with two bathrooms of Briggs Beautyware. (Plumbing ware & bathroom fixtures) (In House & home, Oct. 1954, p. 88A) Appl. author: MacManus, John & Adams, inc. © 10Oct54; KK101086.

It's so much easier to sell a home with two bathrooms of Briggs Beautyware. (Plumbing ware & bathroom fixtures) (In NAHB correlator, Nov. 1954, p. 69-70) Appl. author: MacManus, John & Adams, inc. © 1Nov54; KK102489.

Steer new home prospects your way, with two Briggs Beautyware bathrooms. (Plumbing ware & bathroom fixtures) (In Architectural record, Aug. 1954, p. 237) Appl. author: MacManus, John & Adams, inc. © 1Aug54; KK101042.

Steer new home prospects your way, with two Briggs Beautyware bathrooms. (Plumbing ware & bathroom fixtures) (In House & home, Aug. 1954, p. 32D-32E) Appl. author: MacManus, John & Adams, inc. © 1Aug54; KK101041.

Steer new home prospects your way, with two Briggs Beautyware bathrooms. (Plumbing ware & bathroom fixtures) (In NAHB correlator, Sept. 1954, p. 73-74) Appl. author: MacManus, John & Adams, inc. © 1Sep54; KK102487.

Steer new home prospects your way, with two Briggs Beautyware bathrooms. (Plumbing ware & bathroom fixtures) (In Practical builder, Aug. 1954, p. 35) Appl. author: MacManus, John & Adams, inc. © 1Aug54; KK99268.

That second Briggs Beautyware bathroom means more business for you. (Plumbing ware & bathroom fixtures) (In Domestic engineering, Oct. 1954, p. 64) Appl. author: MacManus, John & Adams, inc. © 10Oct54; KK101087.

Two bathrooms, a must in every modern home. Hard-selling national advertisements ... (Plumbing ware & bathroom fixtures) (In NAHB correlator, July 1954, p. 105-106) Appl. author: MacManus, John & Adams, inc. © 1Jul54; KK98856.

Two bathrooms, a must in every modern home. Sell that second Briggs Beautyware bathroom, it's easier than you think. (Plumbing ware & bathroom fixtures) (In Domestic engineering, June 1954, p. 101) Appl. author: MacManus, John & Adams, inc. © 1Jun54; KK98118.

Two bathrooms, a must in every modern home. The second colorful Briggs Beautyware bathroom can sell your homes first. (Plumbing ware & bathroom fixtures) (In House & home, June 1954, p. 88A) Appl. author: MacManus, John & Adams, inc. © 1Jun54; KK98113.

Two bathrooms, a must in every modern home. You really get a prospect's attention ... (Plumbing ware & bathroom fixtures) (In Architectural record, June 1954, p. 85) Appl. author: MacManus, John & Adams, inc. © 1Jun54; KK98303.

You've seen this Briggs Beautyware slogan. Two bathrooms, a must in every modern home. Briggs pioneered the two-bathroom advertising campaign ... (Plumbing ware & bathroom fixtures) (In Domestic engineering, May 1954, p. 75) Appl. author: MacManus, John & Adams, inc. © 1May54; KK98119.

You've seen this Briggs Beautyware slogan. Two bathrooms, a must in every modern home. The extra bathroom ... (Plumbing ware & bathroom fixtures) (In Architectural record, May 1954, p. 127) Appl. author: MacManus, John & Adams, inc. © 1May54; KK98304.

You've seen this Briggs Beautyware slogan. Two bathrooms, a must in every modern home. The extra bathroom ... (Plumbing ware & bathroom fixtures) (In House & home, May 1954, p. 106A) Appl. author: MacManus, John & Adams, inc. © 1May54; KK98114.

You've seen this Briggs Beautyware slogan. Two bathrooms, a must in every modern home. The extra bathroom ... (Plumbing ware & bathroom fixtures) (In NAHB correlator, June 1954, p. 87-88) Appl. author: MacManus, John & Adams, inc. © 1Jun54; KK98858.

You've seen this Briggs Beautyware slogan. Two bathrooms, a must in every modern home. Make it yours. (Plumbing ware & bathroom fixtures) (In NAHB correlator, Oct. 1954, p. 117-118) Appl. author: MacManus, John & Adams, inc. © 10Oct54; KK102488.

BRINTNALL, WARREN K. ©

Sid Skeptic asked: My kid pays his way, why should the Y get United campaign dough? (Mats of 10 cartoons) Sheet. © 1Jul54; KK99405.

BRISTOL-MYERS COMPANY. ©

Hit the right note, get the daily-bath-plus-deodorant habit. Mum. Display poster. Appl. author: Sally Dickson Associates. © 14Jun54; KK101284.

How to put on a grooming program for business training. Mum cream deodorant. 4 p. Appl. author: Sally Dickson Associates. © 9Sep54; KK101283.

Toothbrushing fun. Ipana toothpaste. 6 p. Appl. author: Sally Dickson Associates. © 11Nov54; KK101632.

Toothbrushing in the classroom. Ipana. Sheet. Appl. author: Sally Dickson Associates. © 9Sep54; KK101282.

BRITISH COLUMBIA FOREST PRODUCTS, LTD. ©

Forest cedar [wooden] siding, a new cedar specialty. Pamphlet. © 21Oct54; KK101694.

BRODY (B.) SEATING COMPANY. ©

Brody, America's finest commercial furniture. Brobilt, Truchrome. Catalog no. B24. 24 p. © 18Oct54; KK102011.

BROMO-MINT COMPANY, d.b.a. KENNER PRODUCTS COMPANY. SEE Kenner Products Company.

BROWN, DORIS, d.b.a. N. K. M. IMPORTING COMPANY. SEE N. K. M. Importing Company.

BROWN, FRANKLIN R. ©

Folder-tabs. (Music folder) Label. © 25Aug54; KK99454.

BROWN, JOSEPH. ©

Dinah's southern fried chicken. Label. © 18Aug54; KK99285.

BROWN AND GRAVENSON, INC. ©
Anniversary super-buy. Royal's fabulous 40th anniversary sale. (General merchandise) Folder. Appl. author: Sidney M. Brownstein. © 6Aug54; KK99365.

Christmas 1954 jewelry guide. Pamphlet. Appl. author: Sidney M. Brownstein. © 8Aug54; KK99364.

Richie fall and Xmas 1954 catalog. (Toys, houseware) 40 p. Appl. author: Sidney M. Brownstein. © 10Jun54; KK98438.

Sensational, new, she swings her arms. Swingy-arm sweetie 28" walking doll. Sheets. Appl. author: Sidney M. Brownstein. © 24Sep54; KK101254.

BROWN COMPANY. ©

Nibroc [paper] towels. Rub and scrub with Nibroc, the all purpose towel, wet or dry. 150 lint free sheets. Label. © 26Mar54; KK102726.

BROWN-FORMAN DISTILLERS CORPORATION. ©

Cocktail time or any time, there is nothing better in the market. Old Forester Kentucky straight bourbon whisky. (In Life, May 10, 1954, p. 106) Appl. author: Ruthrauff & Ryan, inc. © 10May54; KK97983.

Everybody's calling for it. Early Times, America's top selling straight whisky. (In the Commercial appeal, Memphis, May 20, 1954, p. 33) Appl. author: Ruthrauff & Ryan, inc. © 20May54; KK97981.

Going places? You'll have better times with Early Times, America's top selling straight whisky at any price. (In the Commercial appeal, Memphis, June 4, 1954, p. 31) Appl. author: Ruthrauff & Ryan, inc. © 4Jun54; KK97982.

Nothing better under the sun, frosty Forester Collins. Old Forester Kentucky straight bourbon whisky. (In Life, July 19, 1954, p. 49) Appl. author: Ruthrauff & Ryan, inc. © 19Jul54; KK98725.

This is the supreme test of a fine bourbon. Old Forester Kentucky straight bourbon whisky. (In Life, Oct. 4, 1954, p. 46) Appl. author: Ruthrauff & Ryan, inc. © 4Oct54; KK100911.

BROWNING MANUFACTURING COMPANY. ©

Browning chain couplings. Supplement V169-C, 9-15-54. Sheet. Appl. author: Laurance Le Wright Browning. © 15Sep54; KK101049.

Browning stock sprockets. Supplement price sheet CD-101-C, effective Oct. 1, 1954. Appl. author: Laurance Le Wright Browning. © 10Oct54; KK101048.

BRYANT, FREDERICK W. ©

The Tu-Wik [pocket] lighter featuring the new, revolutionary 2-wick loop. Sheet. © 10Aug54; KK99080.

BUFFALO WOVEN LABEL.

The forlorn hunter. (Promotion & sales) Label. Appl. author: Jay John Merlein. © Buffalo Woven Label Works, inc., d.b.a. Buffalo Woven Label; 23Jun54; KK100393.

To a good customer. (Promotion & sales) Label. Appl. author: Jay John Merlein. © Buffalo Woven Label Works, inc., d.b.a. Buffalo Woven Label; 1Jul54; KK100394.

BUGG, LOYAL L. ©

Product Bingo game, by Nancy Sasser. The District's own game. (Household articles) (In the Evening star, Washington, D. C., May 6, 1954, p. B-7) © 6May54; KK98519.

Product Bingo game, by Nancy Sasser. For you alone, Chicago. (Household articles) (In Chicago daily tribune, Oct. 14, 1954, p. 13) © 14Oct54; KK100943.

Product Bingo game, by Nancy Sasser. Have you won? (Household articles) (In the Evening star, Washington, D. C., June 10, 1954, p. B-12) © 10Jun54; KK98521.

Product Bingo game, by Nancy Sasser. Hello, Chicago. (Household articles) (In Chicago daily tribune, Sept. 30, 1954, p. 9) © 30Sep54; KK102500.

Product Bingo game, by Nancy Sasser. Here it is, my first product Bingo game. (Household articles) (In Chicago daily tribune, Oct. 7, 1954, p. 8-9) © 7Oct54; KK100863.

Product Bingo game, by Nancy Sasser. Here's my last product Bingo game. (Household articles) (In Chicago daily tribune, Dec. 21, 1954, p. 5) © Cross-Out Advertising Co., L. L. Bugg; 21Dec54; KK102789.

Product Bingo game, by Nancy Sasser. Hurry, Chicago, only 2 more games to go. (Household articles) (In Chicago daily tribune, Dec. 16, 1954, p. 11) © Cross-Out Advertising Co., L. L. Bugg; 16Dec54; KK102788.

Product Bingo game, by Nancy Sasser. It's fun, it's free, nothing to buy. (Household articles) (In the Evening star, Washington, D. C., Apr. 29, 1954, p. B-24) © 29Apr54; KK98520.

Product Bingo game, by Nancy Sasser. Not a hundred, not a thousand ... (Household articles) (In Chicago daily tribune, Oct. 21, 1954, p. 9) © Cross-Out Advertising Co., L. L. Bugg; 21Oct54; KK101970.

Product Bingo game, by Nancy Sasser. Ready to play my product Bingo game? (Household articles) (In the Evening star, Washington, D. C., Apr. 15, 1954, p. B-28) © Loyal L. Bugg & Cross-Out Advertising Co.; 15Apr54; KK100306.

BUISMAN'S (R.) N. V.

Famous Dutch flavoring. Net weight 4/5 oz. (Coffee blender) Label. Appl. author: Karl W. Sanders. © 23Sep54; KK99515.

BULL, KATHERINE MADDEN.

Honey Clay Pack. [Face painted in center of rose; bee] (Cosmetic) Label. © Katherine M. Bull; 17Mar54; KK98904.

BULLDOG ELECTRIC PRODUCTS COMPANY. ©

BullDog Bustribution duct. Economical to install, to operate. (In Dun's review and modern industry, Aug. 1953, p. 111) © 1Aug53; KK101319.

BullDog Bustribution duct. 10 feet, or 10,000. (In Contractors' electrical equipment, June 1953, p. 12) © 1Jun53; KK101322.

BullDog Industrial Trol-E-duct. (In Contractors' electrical equipment, Apr. 1953, p. 29) © 1Apr53; KK101323.

BullDog Pushmatic electri-centers. (In Contractors' electrical equipment, Mar. 1953, p. 29) © 1Mar53; KK101318.

BullDog Unit-Versal switchboard. (In Electrical construction and maintenance, Oct. 1953, p. 80) © 10Oct53; KK101320.

BullDog Universal Trol-E-duct. (In Electrical construction and maintenance, Apr. 1953, p. 112) © 1Apr53; KK101321.

Bulldog Vacu-Break safety switch. (In Modern industry, Mar. 15, 1953, p. 109) © 15Mar53; KK100625.

BURBANK NOVELTY MANUFACTURING COMPANY.
Make-A-Chain Papercraft, makes 20 feet of chain, many other fascinating designs. [Container, printed matter & illustrations] Envelope. © Mary M. Myers, d.b.a. Burbank Novelty Mfg. Co.; 7Jun54; KK102218.

BURGESS AND MCDONALD. ©

Wonder Wood Bar-B-Q blocks. Net weight 10 lbs. Label. © 1May54; KK98134.

BURGESS HOUSE. ©

Conversation [paper] guest towels. Label. © 10Aug54; KK99103.

BURLINGTON MILLS CORPORATION. ©

Now it can be proved, women are at least 10,000 years smarter than men. (Textiles) (In the New York times, Nov. 7, 1954, p. 42) © 7Nov54; KK101866.

BURNDY ENGINEERING COMPANY, INC. ©

Burndy hylugs and hylinks for commercial, aircraft and aluminum aircraft conductors, sizes 8 thru 1, solid conductors, sizes 8 thru 6. (Connector display) Poster. Appl. author: Edward T. O'Rourke. © 15Feb54; KK99872.

Burndy hylugs and hylinks for commercial and aircraft conductors, sizes 22 thru 10, solid conductor, sizes 22 thru 9. (Connector display) Poster. Appl. author: Edward T. O'Rourke. © 15Feb54; KK99870.

Burndy inslugs and insulinks for stranded copper conductors, sizes 26 thru 2/0. (Connector display) Poster. Appl. author: Edward T. O'Rourke. © 15Feb54; KK99871.

BUSSLER, RALPH G. ©

Busslerama no. 2. (Military miniatures) Sheet. © 1Sep54; KK101524.

BUXTON, INC. ©

All 21 pictures and cards on this page can be carried on view, in the Convertible [wallet] by Buxton. (In Life, Dec. 6, 1954, p. 213) Appl. author: Doyle Dane Bernbach, inc. © 6Dec54; KK102372.

Among your smartest accessories, the Buxton Key-tainer in the new contour group. (Leather goods) (In the Saturday evening post, Dec. 4, 1954, p. 11) Appl. author: Doyle Dane Bernbach, inc. © 4Dec54; KK102376.

How to get organized, get the Convertible [wallet] by Buxton. (In the New York times magazine, Dec. 5, 1954, p. 35) Appl. author: Doyle Dane Bernbach, inc. © 5Dec54; KK102371.

In the new Buxton French purse, you put your bills in the billfold, you take them out of the coin purse. Lady Buxton. (In Ladies' home journal, Dec. 1, 1954, p. 33) Appl. author: Doyle Dane Bernbach, inc. © 1Dec54; KK102375.

Show up to 21 pictures or credentials, carry spare keys in emergency key slots ... The Convertible [wallet] by Buxton. (In Ladies' home journal, Dec. 1, 1954, p. 31) Appl. author: Doyle Dane Bernbach, inc. © 1Dec54; KK102374.

Show up to 21 pictures or credentials, carry spare keys in emergency key slots, hide your big bills ... The Convertible [wallet] by Buxton. (In New York times magazine, Dec. 12, 1954, p. 43) Appl. author: Doyle Dane Bernbach, inc. © 12Dec54; KK102666.

BUXTON, INC. Cont'd.

You have room for them all, you can carry 21 pictures on view, in the Convertible [wallet] by Lady Buxton. (In Ladies' home journal, Dec. 1, 1954, p. 35) Appl. author: Doyle Dane Bernbach, inc. © 1Dec54; KK102373.

BUZICK, DWIGHT.

An all year photo finish valentine. SEE Lang, Molly.

BYRNE PRODUCTS, INC. ©

C-Tone; natural vitamin C. 8 fl. oz. net. Label. Appl. author: Kelly, Nason, inc. © 1Nov54; KK101704.

C

CBS-HYTRON, a division of COLUMBIA BROADCASTING SYSTEM, INC. SEE Columbia Broadcasting System, inc.

C-M CLEANER COMPANY.

Du-Mor, the perfect cleaner. Label. © C-M Cleaner Co., composed of Matthew Franklin Caruth & Donald William Caruth; 25Sep54; KK100285.

CAIRNS, HENRY W., d.b.a. ROX PRODUCTS COMPANY. SEE Rox Products Company.

CALDWELL (E. L.) AND SONS. ©

Introducing Caldwell's new S-2s rotary cutter, with the swinging flexo blade. Sheet. Appl. author: Charles Roster. © 7Oct54; KK100708.

CALGON, INC. ©

Instruction booklet for installation and use of the no. 5, 10 & 15 Micromet Feeders. (Water treatment) 5 p. © 16Apr54; KK102338.

Instruction booklet for installation and use of the no. 2 Micromet Feeder. (Water treatment) 5 p. © 11Mar54; KK102337.

Instruction booklet for installation and use of the no. X-3 Micromet Feeder. (Water treatment) 3 p. © 15Apr54; KK102339.

Stop rusty red water and corrosion with Micromet. Folder. © 22Sep54; KK102191.

Weltone for cleaning and developing water wells. Folder. © 9Aug54; KK102193.

Zeotone cleans water softeners. Folder. © 11Nov54; KK102192.

CALIFORNIA EARTHWORM GROWERS ASSOCIATION. ©

Huck Finn fish worms. Label. Appl. authors: D. F. 'Val' De Long & Arne Talo. © 28Jun54; KK100897.

CALIFORNIA PEANUT COMPANY. ©

Big League homogenized peanut butter. 1 lb. 4 oz. Label. Appl. author: Al Dietz. © 17Nov54; KK102398.

CALKINS, HOWARD. ©

Chip-a-way my trust fund record, as deposited with our jeweler. Card. © 15Oct54; KK102330.

CAMPBELL SOUP COMPANY. ©

The coach said, soup for lunch. (In Life, Dec. 1, 1952, p. 71) © 1Dec52; KK99845.

You know your father, he hits the ceiling if I don't give him soup for lunch every day. (In Life, Apr. 20, 1953, p. 162) © 20Apr53; KK99844.

CANNON MILLS, INC. ©

Even a man can make a bed with Cannon fitted sheets. (In McCall's, Apr. 1954, p. 2 of cover) Appl. author: Young & Rubicam, inc. © 19Mar54; KK98563.

Eye-opening values in sweet-sleepin' Cannons. Cannon combspun percale sheets. (In Life, Jan. 14, 1952) Appl. author: Young & Rubicam, inc. © 11Jan52; KK97871.

How to beat last year's May sheet figures? Any suggestions? Cannon combspun percale sheets. (In Department store economist, Apr. 1954, p. 63) Appl. author: Young & Rubicam, inc. © 31Mar54; KK99991.

Now beds almost make themselves with Cannon fitted sheets. Cannon colors are colorfast. (In Good housekeeping, May 1954, p. 45) Appl. author: Young & Rubicam, inc. © 20Apr54; KK99992.

Now beds almost make themselves with Cannon fitted sheets. It's Cannon combspun percale. (In McCall's, Sept. 1954, p. 2 of cover) Appl. author: Young & Rubicam, inc. © 20Aug54; KK100587.

6 dramatic reasons for buying Cannon percale sheets this May. (In Baltimore sun, May 2, 1954, p. 25) Appl. author: Young & Rubicam, inc. © 2May54; KK97880.

Why are Cannon Duralite percales a better buy than heavy-duty muslin? [Endorsed by] Mrs. Margaret H. Mackay. (Sheets) (In Hotel management, Apr. 1954, p. 119) Appl. author: Young & Rubicam, inc. © 10Apr54; KK100586.

CANNON-MUSKEGON CORPORATION. ©

Master Met certified alloys. Folder. Appl. author: Keith Gallimore. © 26Aug54; KK100064.

CANTRELL AND COCHRANE CORPORATION. ©

Keep cool with Super Coola. For everyday refreshment at home ... (Soft drink) Appl. author: Ted Bates & Co. © 29Aug54; KK99718.

Keep cool with Super Coola. No cash deposits. (Soft drink) (In Family circle, July 1954, p. 59) Appl. author: Ted Bates & Co. © 1Jul54; KK98061.

Keep cool with Super Coola. No cash deposits to pay. (Soft drink) Appl. author: Ted Bates & Co. © 27Jun54; KK98062.

Sick and tired of lugging empty bottles? Super Coola. (Soft drink) (In Chicago daily tribune, June 24, 1954, p. 9) Appl. author: Ted Bates & Co. © 24Jun54; KK98063.

What's new in soft drinks? By Sally Carter. Super Coola. Appl. author: Ted Bates & Co. © 8Aug54; KK99719.

CAPITOL LABORATORIES, INC. ©

Baby-Cote, a silicone protective baby lotion to aid in the prevention of diaper rash. 4 fluid ounces. [Box] Label. Appl. author: Milton Garb. © 1Jul54; KK101277.

CAPITOL RECORDS, INC. ©

Starlight Concert. (Phonograph record albums) Label. © 2Aug54; KK99619.

CARCARE LEASING COMPANY. ©

Carcare bonding cleaner, for car finishes and chrome. One pint. Label. © 25Aug54; KK99855.

Carcare pure wax. One gallon. (Auto cleaning & waxing service) Label. © 25Aug54; KK99851.

Carcare pure wax finish, co-operative drive-in waxing while you wait. Customer's sales folder. © 25Aug54; KK99856.

Carcare waxing and guarantee certificate. (Auto cleaning & waxing service) Sheet. © 25Aug54; KK99852.

License authorization and guarantee agreement. Dealer's copy, franchise agent's copy, license agent's copy. (Auto cleaning & waxing service) Sheets. © 25Aug54; KK99854.

New Carcare pure wax finish. (Cleaning & waxing service) Display poster. © 25Aug54; KK99834.

CARDINAL CLOTHES. ©

Clothes with snob appeal. Jared-Stevens. © 1Sep54; KK100003.

CARLSON, GEORGE L.

Puz'l Lotto; animals. SEE Platt and Munk Company, inc.

Puz'l Lotto; objects. SEE Platt and Munk Company, inc.

Puz'l Lotto; things that go. SEE Platt and Munk Company, inc.

Round the world library. SEE Platt and Munk Company, inc.

CARNATION COMPANY. ©

Carnation fudge, a house full of fun in 5 minutes. (Evaporated milk) (In Life, Dec. 6, 1954, p. 21) Appl. author: A. Culver Boyd, Jr. © 6Dec54; KK102458.

Carnation is the secret of failure-proof gravy. Carnation evaporated milk. (In Life, Sept. 20, 1954, p. 9) Appl. author: A. Culver Boyd, Jr. © 20Sep54; KK100270.

Contented, his doctor recommended Carnation. (Evaporated milk) (In Life, Oct. 11, 1954, p. 115) Appl. author: A. Culver Boyd, Jr. © 11Oct54; KK100644.

Discover how much smoother any pumpkin pie can be, made with better blending Carnation [evaporated milk] (In Life, Nov. 15, 1954, p. 85) Appl. author: A. Culver Boyd, Jr. © 15Nov54; KK101776.

New Carnation recipe for cheese sauce in just 3 minutes. Carnation evaporated milk. (In Life, July 12, 1954, p. 37) Appl. author: A. Culver Boyd, Jr. © 12Jul54; KK98497.

No lumping ever when you make cream sauce with better-blending Carnation [evaporated milk] (In Life, Oct. 25, 1954, p. 159) Appl. author: A. Culver Boyd, Jr. © 25Oct54; KK101211.

6 new and better recipes, made possible by Carnation's special blending qualities and double richness. (Evaporated milk) (In Life, Aug. 16, 1954, p. 81) Appl. author: A. Culver Boyd, Jr. © 16Aug54; KK99263.

CARON CORPORATION. ©

Fleur de lis, periodical published by Caron. (Perfume) Sheet. Oct. 1, 1954. © 1Oct54; KK100662.

The greatest name in perfume, Caron 100 % imported. (In the New Yorker, June 12, 1954, p. 37) Appl. author: Parfums Caron. © Caron Corp., d.b.a. Caron; 10Jun54; KK99005.

Le Muguet du Bonheur de Caron. Perfume for the young in heart. (In Harper's bazaar, July 1954, p. 32) Appl. author: Parfums Caron. © Caron Corp., d.b.a. Caron; 1Jul54; KK99004.

Perfection in beauty, by Caron. Creams, face powders, talcs. (In Vogue, July 1954, p. 30) Appl. author: Parfums Caron. © Caron Corp., d.b.a. Caron; 1Jul54; KK99006.

Poivre, a new perfume, by Caron. (In Harper's bazaar, Dec. 1954, p. 70) Appl. author: Parfums Caron. © Caron Corp., d.b.a. Caron; 1Dec54; KK102480.

Une larme suffit, Poivre, a new perfume, by Caron. (In Town & country, Dec. 1954, p. 49) Appl. author: Parfums Caron. © Caron Corp., d.b.a. Caron; 1Dec54; KK102481.

CARPENTER STEEL COMPANY. © Carpenter service bulletin. Folder. Appl. author: George E. Brumbach. v. 3, no. 18. © 17Nov54; KK101628.

CARTER (WILLIAM) COMPANY. © Ahoy, all ashore for Carter's. (Baby underwear) (In Parents' magazine, Mar. 1954, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 25Feb54; KK98885.

Yum, yum, Carter fun. (Baby underwear) (In Baby talk, Mar. 1954, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Feb54; KK98886.

CARTWRIGHT, WILLIAM. © Dixie Lick Bar-B-Q sauce. Net weight 20 ozs. Label. © 27Jul54; KK98694.

CARUTH, DONOLD WILLIAM, AND MATTHEW FRANKLIN CARUTH, composing C-M CLEANER COMPANY. SEE C-M Cleaner Company.

CARUTH, MATTHEW FRANKLIN, AND DONOLD WILLIAM CARUTH, composing C-M CLEANER COMPANY. SEE C-M Cleaner Company.

CAST IRON PIPE RESEARCH ASSOCIATION. © How long is a 100 years? (In Newsweek, Dec. 14, 1953, p. 68) Appl. authors: H. B. Humphrey, Alley & Richards, inc. © 14Dec53; KK102388.

An ounce of proof is worth a pound of claims. America's no. 1 tax saver. (In Time, Nov. 24, 1952, p. 102) Appl. author: H. B. Humphrey, Alley & Richards, inc. © 24Nov52; KK99410.

Take a good look, you'll never see it again. (In Time, Nov. 23, 1953, p. 110) Appl. authors: H. B. Humphrey, Alley & Richards, inc. © 23Nov53; KK102389.

This pipe saves tax dollars, but that is not all. America's no. 1 tax saver. (In Time, Oct. 27, 1952, p. 98) Appl. author: H. B. Humphrey, Alley & Richards, inc. © 27Oct52; KK99411.

CASTLE AND COOKE, LTD. © Royal Hawaiian Macadamia nuts. Net wt. 4 oz. Label. © 15Nov54; KK102518.

CATALINA, INC. Catalina designs swimsuits especially for you. Did you know that hardly any girl has a perfect figure? (In Seventeen, May 1954, p. 52-53) Appl. author: Foote, Cone & Belding. © Catalina, inc., & J. B. Williams Co., d.b.a. Skol; 1May54; KK99473.

Catalina designs swimsuits especially for you. Do you feel that you have yet to look your loveliest in a swimsuit? (In Glamour, May 1954, p. 14-15) Appl. author: Foote, Cone & Belding. © Catalina, inc., & J. B. Williams Co., d.b.a. Skol; 22Apr54; KK99472.

Catalina designs swimsuits especially for you. Is there a better feeling than knowing you look really ravishing in a certain dress? (In Vogue, Apr. 15, 1954, p. 20-21) Appl. author: Foote, Cone & Belding. © Catalina, inc., & J. B. Williams Co., d.b.a. Skol; 15Apr54; KK99932.

Catalina presents Belgimere, the most important sweater news since cashmere. (In Seventeen, Aug. 1954, p. 46-47) Appl. author: Foote, Cone & Belding. © Catalina; 1Aug54; KK99474.

CENTAUR PRODUCTIONS, INC. © Animated babies, turn the crank and see them perform. (Toys) Label. Appl. author: Wah Ming Chang. © 22Dec53; KK99052.

Animated toys, turn the crank and see them perform. Label. Appl. author: Wah Ming Chang. © 19Aug53; KK99051.

No. 1000 animated talking animal (Toy) Label. Appl. author: Wah Ming Chang. © 11Mar54; KK98979.

Turn the crank and see Bugs Bunny and his pals perform. (Animated toys) Label. Appl. author: Wah Ming Chang. © 10Mar54; KK99050.

Winter carnival. (Animated toys) Label. Appl. author: Wah Ming Chang. © 19Nov53; KK100391.

CENTRAL COMMERCIAL INDUSTRIES, INC. © Lowrey Organo installation instructions. (Organ) 31 p. Appl. author: Frank D. Ewing. © 3Jun54; KK99880.

New music from your favorite songs with the Lowrey Organo. (Organ) 48 p. Appl. author: Robert E. Wolke. © Lowrey Organ Division, Central Commercial Industries, inc.; 18Jun54; KK99881.

CENTRAL FELT COMPANY, INC. © Fashion [wool] felt cut-out kit. Label. © 16Aug54; KK100008.

New [wool] felt skirt pattern locator saves you time and money. Folder. © 9Aug54; KK100009.

CENTRAL TECHNICAL INSTITUTE, INC. © A new, exciting life for you as a Sky Charm girl. For full information, mail coupon today to ... (Airlines instruction course) (In the Leavenworth times, Leavenworth, Kan., Sept. 17, 1954, p. 5) Appl. author: C. L. Foster. © 17Sep54; KK100128.

A new, exciting life for you as a Sky Charm girl. For full information, write Airlines Training Division ... (Airlines instruction course) (In the Leavenworth times, Leavenworth, Kan., Sept. 17, 1954, p. 11) Appl. author: C. L. Foster. © 17Sep54; KK100129.

CENTRIFIX CORPORATION. © Centrifix type FD-upflow internal steam purifier. Bulletin 163-E. Sheet. Appl. author: Charles Langdon Campbell. © 13Aug54 (in notice: 1952); KK99441.

Centrifix type RW low pressure line purifier. Bulletin 176-A. Sheet. Appl. author: Charles Langdon Campbell. © 21Jun54 (in notice: 1952); KK99726.

CERTIFIED QUICK, INC. © Certified Quick dry cleansers, launderers. Sheet. Appl. author: Ernest Weiss. © 2Jun54; KK98296.

CHADBURN HOSIERY MILLS, INC. Larkwood discovers a way to make nylon stretch stockings sheer. Larkwood fabulous stocking X. (In Women's wear daily, July 9, 1954, p. 27) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, inc., & Chadburn Sales Corp.; 9Jul54; KK98643.

Volume at \$2.95 a pair. Stores all over U. S. doing it with new Larkwood sheer stretch stocking. (In Women's wear daily, Oct. 15, 1954,

p. 19) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, inc., & Chadburn Sales Corp.; 15Oct54; KK101105.

CHADBURN SALES CORPORATION. SEE Chadburn Hosiery Mills, inc.

CHAMP HATS, INC. © This lighter-weight will go to his head. Champ lighter-weights. (In Life, Dec. 1, 1952, p. 106) © 1Dec52; KK100025.

CHANEY, JOHN L. © More fun than a barrel of monkeys. Here's an Oscar everyone has fun with. (Miniature statuettes) Folder. © 4Jun54; KK98224.

CHARWOOD ART PRODUCTS. © Circus color-it-yourself writing paper. Label. Appl. author: Charles Williams Wood. © 20Oct54; KK100430.

CHEMICAL PRODUCTS COMPANY. © Beauty Glaze cleaner & polish for all auto finishes. Contents 1 pint. Label. Appl. author: Thimus Houston Brewer. © 10Dec54; KK102575.

CHESEBROUGH MANUFACTURING COMPANY. © Rusty and Dusty. (Vaseline hair tonic) Appl. author: McCann Erickson, inc. Hi Rusty, Dusty, real 4-alarmer we've got here. © 7Feb54; KK97828.

In Venice for the film festival ... © 30Oct54; KK101414.

Rusty and Dusty are being shown around a Canadian logging camp ... © 4Jul54; KK98663.

Rusty and Dusty are entering Kimberley's ... © 10Jun54; KK98662.

Rusty and Dusty are traveling through Switzerland aboard the Orient Express. © 7Nov54; KK101958.

Rusty and Dusty at Sir Stephen Ronay's Daytona beach camp ... © 16May54; KK97826.

Rusty and Dusty visit the museum of natural history ... © 8Aug54; KK99177.

Rusty and Dusty visiting their friend Polly Bryant, the TV starlet ... © 4Apr54; KK97827.

Visiting the Fiji Islands ... © 5Sep54; KK100399.

CHIP STEAK COMPANY OF OREGON. Willison's meat loaf. Net weight 6 ounces. Label. © Phillip C. Willison, d.b.a. Chip Steak Co. of Oregon; 15May54; KK98156.

CHRIS STUDIO PRODUCTIONS. Chris Cuts creative play activity. Folder. © Eugene de Christopher, d.b.a. Chris Studio Productions; 27May54; KK101400.

Chris Cuts creative play activity. Sheet. © Eugene de Christopher, d.b.a. Chris Studio Productions; 27May54; KK98573.

CHRISTIAN TOY COMPANY. Books of the Bible game. Label. © Christian Toy Co., Wm. J. Dunkerley, owner; 30Jul54; KK99551.

CHROMIUM CORPORATION OF AMERICA. © Here's what chromium is doing. Bulletin 35. Folder. Appl. author: Charles H. Belvin. © 26Aug54; KK99455.

CHRYSLER CORPORATION. © The forward look. Chrysler Corporation's bright new promise for today's car owners. (In Huntington Park daily signal, Huntington

CHRYSLER CORPORATION. Cont'd.

The forward look. Cont'd.
Park, Calif., Aug. 27, 1954, p. 5)
Appl. author: McCann-Erickson,
inc. © 27Aug54; KK99784.

The forward look. These 9 top air-
craft designers salute Chrysler
Corporation's all-new 1955 styl-
ing. (Automobiles) Appl. au-
thor: McCann-Erickson, inc.
© 6Nov54; KK101962.

The forward look. These three words
are Chrysler Corporation's signal
for a dynamic new era in your
life. (Automobiles) Appl. au-
thor: McCann-Erickson, inc.
© 6Nov54; KK102209.

The forward look. With all-new
styling, the cars of Chrysler Cor-
poration are setting out to win a
lot of new friends. (In the New
York times, Nov. 1, 1954, p. 19)
Appl. author: McCann-Erickson,
inc. © 1Nov54; KK101961.

The forward look, a brilliant new
contemporary motorcar style.
Pamphlet. Appl. author: John R.
Barlow. © 10Dec54; KK102787.

The forward look, it brings you the
best 5 cars in the U. S. A. (In
Old timers news, fall 1954, p. 33)
Appl. author: McCann-Erickson,
inc. © 14Sep54; KK100142.

CIRCULAR TOOL COMPANY, INC. ©

Circular metal cutting saws. Cata-
log N. 32 p. Appl. author:
George T. Metcalf Co. © 26Aug54;
KK99475.

CIRCUS FOODS, INC. ©

Circus new smokehouse cashews. Net
wt. 1 oz. Label. Appl. author:
Edward H. Jenanyan. © 3Sep54;
KK101621.

Circus peanuts; salted. Net weight
75/100 oz. Label. Appl. author:
Edward H. Jenanyan. © 25Feb54;
KK101234.

CITRA PRODUCTS.

Eating oranges the Citra way.
(Knife) Label. © Charles P.
Schiller, d.b.a. Citra Products;
1Dec53; KK100200.

CITRUS CONTAINER INSTITUTE. ©

I'm sold 100 % on your new citrus
container, says Virginia fruit
distributor. Citrus-Pak. (In the
Packer, Oct. 23, 1954)
© 22Oct54; KK101576.

CITY SLICKER. ©

City Slicker, the disposable emer-
gency [plastic] raincape. Label.
Appl. author: Everett W. Cordt.
© 8Oct54; KK101463.

CLAFF (M. B.) AND SONS, INC. ©

Berlantas, by Berle. (Footwear)
Label. © 13Jul54; KK102783.

Flite-Step; casuals, sports, dress
footwear. Label. © 23May51;
KK101366.

Frolickers, by Rex. (Footwear) La-
bel. © 13Oct54; KK101367.

Lady Alice [shoes] Label.
© 12Apr54; KK99794.

Lady Margo footwear. Label.
© 5Jun53; KK101368.

National shoes ring the bell.
Nationals. Carton.
© 5Oct54; KK102708.

School Chums, by Rex. Sturdy shoes.
Label. © 13Oct54; KK101823.

Toodlums, by Rex. (Footwear) La-
bel. © 13Oct54; KK101822.

CLAIROL, INC. ©

Amazing haircolor discovery ... New
Miss Clairol Miracle Creme Formula.
(In Modern beauty shop, Nov. 1954,
p. 68-69) Appl. author: Robert W.
Orr & Associates, inc. © 25Nov54;
KK102706.

Creme formula Miss Clairol Hair
Color Bath. Contents 2 fl. oz.
[Carton] Label. Appl. author:
Richard L. Gelb. © 30Aug54;
KK99866.

Creme formula Miss Clairol Hair Col-
or Bath. One dozen shipping con-
tainer. Label. Appl. author:
Richard L. Gelb. © 30Aug54;
KK99917.

Doesn't anybody want gray hair any
more? Miss Clairol's Color Con-
trol. (In New York world-telegram
and sun, May 18, 1954, p. 16)
Appl. author: Robert W. Orr & As-
sociates, inc. © 18May54;
KK98913.

How to use creme formula Miss Clairol
Hair Color Bath. [Directions]
Folder. Appl. author: Richard L.
Gelb. © 30Aug54; KK99867.

Made-to-order hair color. Miss
Clairol Hair Color Bath. (In
Vogue, Oct. 15, 1954, p. 47)
Appl. author: Robert W. Orr & As-
sociates, inc. © 15Oct54;
KK102159.

New Miss Clairol Creme Formula
sweeps country. Hair color bath.
(In Modern beauty shop, Oct. 25,
1954, p. 79-82) Appl. author:
Robert W. Orr & Associates, inc.
© 25Oct54; KK102705.

Now your hair color can be made-to-
order too, says Claire McCardell.
Miss Clairol Hair Color Bath. (In
Vogue, v. 124, no. 9, p. 26)
Appl. author: Robert W. Orr & As-
sociates, inc. © 15Nov54;
KK102158.

1 in 3 wants to say yes and needs
only your help to decide. Take in
\$2,500 a year more, this easy way.
Miss Clairol Hair Color Bath. (In
Modern beauty shop, Sept. 25, 1954,
p. 83-86) Appl. author: Robert W.
Orr & Associates, inc. © 25Sep54;
KK102704.

1 in 3 wants to say yes and needs
only your help to decide. They're
readier than you think for hair
coloring. Miss Clairol Hair Color
Bath. (In Modern beauty shop,
Aug. 25, 1954, p. 83-86) Appl.
author: Robert W. Orr & Associates,
inc. © 25Aug54; KK102703.

The thing about this hair coloring
is that no one can tell, unless
you do. Miss Clairol Hair Color
Bath. (In Daily news, New York,
Apr. 19, 1954, p. 36) Appl. au-
thor: Robert W. Orr & Associates,
inc. © 19Apr54; KK98912.

Three ways to make up your mind
about hair coloring. Miss Clairol
Hair Color Bath. (In Daily news,
New York, May 17, 1954, p. 30)
Appl. author: Robert W. Orr & As-
sociates, inc. © 17May54;
KK98911.

We think you're an angel for making
Miss Clairol the no. 1 hair
coloring in America. (In Modern
beauty shop, Dec. 25, 1954, p. 67)
Appl. author: Robert W. Orr & As-
sociates, inc. © 25Dec54; KK102707.

CLAMP NAIL COMPANY. ©

Duble Vee, the miter joint fastener.
Folder. © 6Aug54; KK99078.

Steelgrip wood joint fasteners.
Folder. © 2Sep54; KK99884.

CLARK, ROBERT E., d.b.a. OCEANUS LABO-
RATORIES OF THE PACIFIC. SEE Ocean-
us Laboratories of the Pacific.

CLARK GRAVE VAULT COMPANY. ©

When you are the one who is needed
most. (In the Saturday evening
post, v. 227, no. 16, p. 63)
Appl. author: Randal S. West.
© 16Oct54; KK100845.

CLARK OIL AND REFINING CORPORATION. ©
Clark savings stamp book. (Gasoline)
Folder. Appl. author:
C. A. Mathisson. © 1Sep54;
KK99721.

CLEINMAN AND SONS, INC. ©

Junior paint-it-yourself greeting
card set. Price 29¢. Label.
Appl. author: David H. Kleinman.
© 2Jul54; KK98645.

CLOROX CHEMICAL COMPANY. ©

Clorox gets play-soiled cottons and
linens snowy-white, really clean.
(Household bleach & disinfectant)
(In San Francisco call-bulletin,
v. 196, no. 14, p. 11) Appl. au-
thor: Honig-Cooper Co. © 9Sep54;
KK100946.

Clorox is 1st choice of America's
housewives. And Clorox sales are
now higher than ever. (Household
bleach & disinfectant) (In Pro-
gressive grocer, Sept. 1954, p.
97) Appl. author: Honig-Cooper
Co. © 1Sep54; KK100947.

Clorox makes my linens whiter, and
safer to use. (Household bleach &
disinfectant) (In San Francisco
call-bulletin, July 22, 1954, p.
21) Appl. author: Honig-Cooper
Co. © 22Jul54; KK99341.

Dealers sell more Clorox today than
ever before. (Household bleach &
disinfectant) (In Progressive
grocer, Nov. 1954, p. 103) Appl.
author: Honig-Cooper Co.
© 1Nov54; KK102219.

First in quality, first in selling
support, first in sales. (House-
hold bleach & disinfectant) (In
Progressive grocer, Aug. 1954, p.
77) Appl. author: Honig-Cooper
Co. © 1Aug54; KK99343.

For real whiteness, plus safety, I
always depend on Clorox. (House-
hold bleach & disinfectant) (In
San Francisco call-bulletin, Aug.
19, 1954, p. 15) Appl. author:
Honig-Cooper Co. © 19Aug54;
KK100945.

I always buy Clorox for two reasons.
(Household bleach & disinfectant)
(In San Francisco call-bulletin,
May 27, 1954, p. 22) Appl. au-
thor: Honig-Cooper Co. © 27May54;
KK97968.

I launder with Clorox, it gives my
family added health protection.
(Household bleach & disinfectant)
(In San Francisco call-bulletin,
June 10, 1954, p. 22) Appl. au-
thor: Honig-Cooper Co. © 10Jun54;
KK97967.

I'm proud of the looks and safety
of my family's Clorox-clean
clothes. (Household bleach & dis-
infectant) (In San Francisco
call-bulletin, Sept. 23, 1954, p.
27) Appl. author: Honig-Cooper
Co. © 23Sep54; KK100944.

It's such a comfort to know my guest
linens are Clorox-clean. (House-
hold bleach & disinfectant) (In
San Francisco call-bulletin, Oct.
7, 1954, p. 25) Appl. author:
Honig-Cooper Co. © 7Oct54;
KK100948.

More whiteness, more health protec-
tion, that's why I always use
Clorox. (Household bleach & dis-
infectant) (In San Francisco
call-bulletin, July 8, 1954, p.
13) Appl. author: Honig-Cooper
Co. © 8Jul54; KK99342.

Our linens are cleaner and safer,
because I always use Clorox.
(Household bleach & disinfectant)
(In San Francisco call-bulletin,
Nov. 18, 1954, p. 40) Appl. au-
thor: Honig-Cooper Co. © 18Nov54;
KK102220.

- Precious health needs every safeguard, so I always launder with Clorox. (Household bleach & disinfectant) (In San Francisco call-bulletin, Aug. 5, 1954, p. 14) Appl. author: Honig-Cooper Co. © 5Aug54; KK99340.
- You'll always be proud of your gift linens if you give them Clorox care. (Household bleach & disinfectant) (In San Francisco call-bulletin, Oct. 21, 1954, p. 16) Appl. author: Honig-Cooper Co. © 21Oct54; KK102221.
- COAST FISHERIES, division of QUAKER OATS COMPANY. SEE Quaker Oats Company.
- COATING LABORATORIES, INC. © Garden White [paint] for fences, trellis and service buildings. One gallon liquid. Label. Appl. author: Arthur Carlton Mangels. © 17May54; KK98182.
- COBB, CHARLES G. © Awful Clean cleaner for linoleum and paint. Makes two quarts [and] makes one quart. 2 labels. © 30Sep54; KK100424.
- COBEHN, INC. © Cobehn solvent and equipment. (Cleaner for precision parts) Folder. Appl. author: Mariam Cook. © 3Dec54; KK102525.
- COCA-COLA COMPANY. © Bill Bruton, outfield flash of the Milwaukee Braves, stops in a hot game for a cold bottle of Coca-Cola. (Soft drink) (In Courier, May 15, 1954, p. 8) Appl. author: D'Arcy Advertising Co. © 15May54; KK98949.
- Buy Coke in the new 12-bottle carton. [Woman & boy at car] (Soft drink) (In Abilene daily reflector-chronicle, Jan. 21, 1954, p. 4) Appl. author: D'Arcy Advertising Co. © 21Jan54; KK98073.
- Coke time, happy family custom. [Woman at easel, boys watching] (Soft drink) (In Parents' magazine, Aug. 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 25Jul54; KK100737.
- Everybody goes for Coke. [Mermaid] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Aug54; KK99118.
- For people on the go, it's refreshing to know. [Woman shopper; large glass of Coke] (Soft drink) (In Collier's, Oct. 1, 1954, p. 11) Appl. author: D'Arcy Advertising Co. © 16Sep54; KK100735.
- Get extra Coke for Labor Day weekend. [Family barbecue] (Soft drink) (In Chicago American pictorial review, Aug. 29, 1954, p. 3) Appl. author: D'Arcy Advertising Co. © 29Aug54; KK100783.
- Guests always welcome Coke. [Woman shopper; 6-bottle carton] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Sep54; KK100070.
- Have an ice-cold Coke. [Teen age boy; pennants] (Soft drink) (In Chicago American pictorial review, June 20, 1954, p. 16) Appl. author: D'Arcy Advertising Co. © 20Jun54; KK100780.
- Just what you need for July 4th. Plastic picnic cooler filled with 12 bottles of Coke. (Soft drink) (In Los Angeles daily news, June 29, 1954, p. 13) Appl. author: D'Arcy Advertising Co. © 29Jun54; KK98950.
- Larry Doby, veteran ace of the Cleveland Indians, pauses to refresh between innings with a frosty bottle of Coca-Cola. (Soft drink) (In Los Angeles tribune, Apr. 30, 1954, p. 5) Appl. author: D'Arcy Advertising Co. © 30Apr54 (in notice: 1953); KK98945.
- Monte Irvin, slugging outfielder of the New York Giants, takes a break to enjoy a frosty bottle of Coca-Cola. (Soft drink) (In Los Angeles tribune, May 14, 1954, p. 5) Appl. author: D'Arcy Advertising Co. © 14May54 (in notice: 1953); KK98946.
- My gift for thirst. [Santa Claus] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Dec54; KK102610.
- New, a 12-bottle carton. [Woman shopper with cart, carrying Cokes] (Soft drink) (In Clarksville leaf-chronicle, Feb. 1, 1954, p. 12) Appl. author: D'Arcy Advertising Co. © 1Feb54; KK98947.
- No time like Coke time. [Teen-age party] (Soft drink) (In Junior league, June 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 1Jun54; KK98074.
- Nothing better. [Glass & sandwich] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Aug54; KK99117.
- People on the go, go for Coke. [Girl at airport] (In the National geographic magazine, Oct. 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 1Oct54; KK100739.
- Pick up six. [Shopper & carton] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Jul54; KK98917.
- Plastic cooler for picnics and parties. [Picnic scene] (Soft drink) (In Ogdensburg journal, May 20, 1954, p. 10) Appl. author: D'Arcy Advertising Co. © 20May54; KK100779.
- Refreshes, refreshes. [Head & circle] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © 1Oct54; KK100613.
- Refreshing secret. What a wonderful [soft] drink Coca-Cola is ... [Three girls] (In Chicago daily news, May 27, 1954, p. 18) Appl. author: D'Arcy Advertising Co. © 27May54; KK98948.
- Refreshing service for people on the go. [Girl car hop] (Soft drink) (In Life, Sept. 13, 1954, p. 61) Appl. author: D'Arcy Advertising Co. © 10Sep54; KK100738.
- Refreshing understatement. [Girl at blackboard] (Soft drink) (In Ames daily tribune, July 26, 1954, p. 7) Appl. author: D'Arcy Advertising Co. © 26Jul54; KK100782.
- Refreshing understatement. [Girl writing on blackboard] (Soft drink) (In Boston evening American, June 23, 1954, p. 28) Appl. author: D'Arcy Advertising Co. © 23Jun54; KK98078.
- That extra something made Coke the most asked-for soft drink in the world. [Globe & heads] (In Boys' life, May 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 25Apr54; KK98075.
- There's this about Coke, it couldn't be better. [Bathing couple] (Soft drink) (In the National geographic, July 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 1Jul54; KK100165.
- There's this about Coke, you can't beat the real thing. [Boy leaning against car] (Soft drink) (In Seventeen, May 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 1May54; KK98076.
- There's this about Coke, you know it's wholesome. [Mother & little girl at fountain] (Soft drink) (In Life, Apr. 26, 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 23Apr54; KK98077.
- There's this about Coke, you know you're buying quality. [Woman shopper at cooler] (Soft drink) (In Life, June 21, 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 18Jun54; KK100166.
- There's this about Coke, young America loves it. [Teen-age hostess] (Soft drink) (In Life, Aug. 16, 1954, p. 4 of cover) Appl. author: D'Arcy Advertising Co. © 13Aug54; KK100736.
- Try this refreshing quiz. [Girl at microphone] (Soft drink) (In Ames daily tribune, July 12, 1954, p. 7) Appl. author: D'Arcy Advertising Co. © 12Jul54; KK100781.
- Try this refreshing quiz. [Girl at microphone] (Soft drink) (In Boston evening American, June 17, 1954, p. 37) Appl. author: D'Arcy Advertising Co. © 17Jun54; KK98079.
- We like to serve Coke at our parties because ... [Teen agers playing records] (Soft drink) (In Chicago American pictorial review, Sept. 12, 1954, p. 3) Appl. author: D'Arcy Advertising Co. © 12Sep54; KK100784.
- COFFMAN (R. G.) COMPANY, INC. © Coffman ornamental iron. No. 205 stock length railings for porches & steps. Form 205. 10 p. Appl. author: Frank Hermesdorf. © 10Jun54; KK97954.
- Coffman Rail-O-Graph. Form 112. (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © 10Jun54; KK97955.
- Top profit item. Coffman standardized ornamental iron. (In American builder, Mar. 1953, p. 54) Appl. author: Alfred L. Lino & Associates. © 1Mar53; KK100143.
- Wood or pipe column bearing plates. Form 139. (Building materials) Sheet. Appl. author: Frank Hermesdorf. © 1Sep54; KK100368.
- COHN, ARTHUR D., d.b.a. ARCON LEATHER PRODUCTS MANUFACTURING COMPANY. SEE Arcon Leather Products Manufacturing Company.
- COLBURN, SIDNEY. © Double breasted suits single-sized. (In Los Angeles times, Aug. 11, 1954, p. 7) © 11Aug54; KK99407.
- Wanted, your outdated double breasted suit. (In Los Angeles times, Aug. 2, 1954, p. 22) © 2Aug54; KK99406.
- COLEMAN, ANNIE LOUISE. © Metro car calendar csic: July 1954. (Motion pictures) Card. © 1Jul54; KK98471.
- COLGAN, KEN. Hugh Dooit demands and gets attention in your local paper, on your mailer, in your store, on your signs. (Illustrative cartoons) Sheet. © Ken Colgan & Vernon Beals; 10May54; KK98013.
- COLGATE-PALMOLIVE COMPANY. © Only Ajax with foaming action cleans so quick, polishes so bright, works so easy. Get bathroom surfaces shiny-clean faster with Ajax. (In the Houston post, Aug. 8, 1954, p. 10) Appl. author: Bryan Houston, inc. © 8Aug54; KK99101.

COLGATE-PALMOLIVE COMPANY. Cont'd.

Only Ajax with foaming action cleans so quick, polishes so bright, works so easy. Greasy pots and pans come clean in a jiffy with Ajax. (In St. Louis post dispatch, Aug. 1, 1954, p. 4) Appl. author: Bryan Houston, inc. © 1Aug54; KK99069.

COLLETTE, LLOYD F. ©

Here's how to save \$1,000 or more. (Insurance plan service) Folder. © 31Jul54; KK100287.

COLONIAL SUGARS COMPANY. ©

Colonial sugar, pure cane. Label. © 23Jul54; KK98764.

COLORADO TELEVISION PRODUCERS, INC. ©

Tele-Money. One, five, ten. (Miscellaneous articles of manufacture) Sheets. Appl. author: Kermit H. Bierkamp. © 3Jun54; KK98004.

COLUMBIA BROADCASTING SYSTEM, INC.

Here's why you get a much clearer, brighter TV picture with a mirror-back picture tube. cFull page ad. (TV & radio repairs) (In the Saturday evening post, Sept. 18, 1954, p. 139) Appl. author: Bennett & Northrop, inc. © CBS-Hytron, a division of Columbia Broadcasting System, inc.; 14Sep54; KK100020.

Here's why you get a much clearer, brighter TV picture with a mirror-back picture tube. c2 column ad. (TV & radio repairs) (In the Saturday evening post, Oct. 9, 1954, p. 89) Appl. author: Bennett & Northrop, inc. © CBS-Hytron, a division of Columbia Broadcasting System, inc.; 5Oct54; KK100481.

COLUMBUS SHOW CASE COMPANY. ©

Columbus equipment, a sales-developer for Rike-Kumler photo department, Dayton, Ohio. Bulletin no. CC-15. (Display fixtures) Sheet. Appl. author: Jeremiah C. Montgomery. © 20Aug54; KK100010.

Columbus equipment creates a profitable picture. Bulletin no. CC17. (Display fixtures) Sheet. Appl. author: Jeremiah C. Montgomery. © 20Aug54; KK100011.

Columbus equipment put the highlight on sales at Harold's Photography Shops, Sioux Falls, South Dakota, Watertown, South Dakota. Bulletin [no.] CC20. (Display fixtures) Folder. Appl. author: Jeremiah C. Montgomery. © 20Aug54; KK100012.

Columbus helps customers sell themselves at Nicklaus Pharmacy, Columbus, Ohio. Bulletin [no.] CC 19. (Display fixtures) Folder. Appl. author: Jeremiah C. Montgomery. © 20Aug54; KK100013.

Columbus makes self-service the best service at Sanders, Detroit, Mich. Bulletin no. CC16. (Display fixtures) Sheet. Appl. author: Jeremiah C. Montgomery. © 20Aug54; KK100014.

Columbus Metropolitan EM-1067 window display case. Bulletin no. MR-26. Sheet. Appl. author: Jeremiah C. Montgomery. © 20Jul54; KK98637.

Columbus no. 300 Clear-View top case. Bulletin no. W-318. Sheet. Appl. author: Jeremiah C. Montgomery. © 20Jul54; KK98635.

Cottrell's are sold on Columbus display equipment, because Columbus equipment sells for them. Columbus display fixtures ... Folder. Appl. author: Jack W. Miller. © 7Oct54; KK100549.

Cottrell's are sold on Columbus display equipment, because Columbus equipment sells for them. This attractive and functional installation ... Folder. Appl. author: Jack W. Miller. © 7Oct54; KK100548.

For the apparel store, Columbus salesmaster store equipment. Bulletin no. PF-5. Folder. Appl. author: Jeremiah C. Montgomery. © 12Jul54; KK99571.

For the bakery, Columbus salesmaster store equipment. Bulletin no. PF-3. Folder. Appl. author: Jeremiah C. Montgomery. © 12Jul54; KK99566.

For the camera and photo supply store, Columbus salesmaster store equipment. Bulletin no. PF-4. Folder. Appl. author: Jeremiah C. Montgomery. © 12Jul54; KK99569.

For the department store, Columbus salesmaster store equipment. Bulletin no. PF-6. Folder. Appl. author: Jeremiah C. Montgomery. © 11Aug54; KK100125.

For the drug store, Columbus salesmaster store equipment. Bulletin no. PF-1. Folder. Appl. author: Jeremiah C. Montgomery. © 12Jul54; KK99570.

For the jewelry store, Columbus salesmaster store equipment. Bulletin no. PF-2. Folder. Appl. author: Jeremiah C. Montgomery. © 12Jul54; KK99568.

How Columbus developed the picture at Wonday Film Service, inc., Wilkinburg, Pa. Bulletin no. CC18. (Display fixtures) Folder. Appl. author: Jeremiah C. Montgomery. © 20Aug54; KK100015.

One little case with 1001 big uses. Columbus no. 300 Clear-View top case. (Display fixtures) Folder. Appl. author: Jeremiah C. Montgomery. © 20Sep54; KK100567.

Planned for profit. (Store equipment) Folder. Appl. author: Jeremiah C. Montgomery. © 12Jul54; KK99567.

Windsor A-138 P salesmaster photo counter. Bulletin no. W-317. Sheet. Appl. author: Jeremiah C. Montgomery. © 26Jun54; KK98633.

Windsor A-146 SS adjustable top shelf salesmaster merchandiser. Bulletin no. W-317. (Display fixture) Sheet. Appl. author: Jeremiah C. Montgomery. © 20Jul54; KK98636.

Windsor A-160-E salesmaster merchandiser. Bulletin no. W-316. (Display fixture) Sheet. Appl. author: Jeremiah C. Montgomery. © 26Jun54; KK98634.

COMBS, ELSIE, AND MARGERY L. OUSLEY, d.b.a. BEAUTY QUEST COMPANY. SEE Beauty Quest Company.

COMBS, JAMES E. ©

Melody Lane [phonograph] records. Label. © 11Aug54; KK99085.

COMFY MANUFACTURING COMPANY. ©

Customagic 12 slip cover screw pins. Envelope. Appl. authors: John Hay & Albert I. Drosin. © 15Mar54; KK99915.

COMMERCIAL PRESS. ©

The famous calendar-pal (six full weeks at a glance) (Appointment calendar) Direct mail folder. Appl. author: Donald M. Hall. © 1Sep54; KK99926.

COMMERCIAL SHEARING AND STAMPING COMPANY. ©

Commercial standard steel shapes.

Catalog P-3. 23 p. © 1Nov54; KK102216.

COMMONWEALTH SANITATION COMPANY. ©

Ahora en Puerto Rico. (Pest control) Folder. Appl. author: Marsteller, Gebhardt & Reed, inc. © 15Nov54; KK102486.

Cual de estas plagas es su problema? (Pest control) Folder. Appl. author: Marsteller, Gebhardt & Reed, inc. © 1Dec54; KK102728.

COMMUNITY BUILDERS, INC. ©

Free appliances with home remodeling. (In Chicago Sunday tribune, Nov. 14, 1954, p. 41) Appl. author: Robert W. Kendler. © 14Nov54; KK102599.

Free trial home remodeling. (In Chicago American, Aug. 23, 1954, p. 12) Appl. author: Robert W. Kendler. © 23Aug54; KK102012.

Free trial plumber, free trial money, free trial carpenter. (Home remodeling) (In Chicago daily tribune, July 7, 1954, p. 19) Appl. author: Robert W. Kendler. © 7Jul54; KK101218.

COMMUNITY CREAMERY. ©

Community brand black raspberry ripple ice cream. Minimum net wt. 18 oz. Label. Appl. author: Richard Mount. © 26Jul54; KK100392.

CONGOLEUM-NAIRN, INC. ©

Again Mr. & Mrs. North spotlight the spring style show of Gold Seal Congoleum. (Floor & wall covering) (In Retailing daily, Mar. 12, 1954, p. 17) Appl. author: McCann Erickson, inc. © 12Mar54; KK97821.

Another important Gold Seal Congoleum rug fair pattern, Cape Cod. (Floor & wall covering) (In Retailing daily, Aug. 3, 1954, p. 17) Appl. author: McCann Erickson, inc. © 3Aug54; KK100402.

Another important Gold Seal Congoleum rug fair pattern, Champagne Lace. (Floor & wall covering) (In Retailing daily, July 26, 1954, p. 29) Appl. author: McCann Erickson, inc. © 26Jul54; KK99176.

Another important Gold Seal Congoleum rug fair pattern, Country Town. (Floor & wall covering) (In Retailing daily, July 29, 1954, p. 16) Appl. author: McCann Erickson, inc. © 29Jul54; KK99169.

Another important Gold Seal Congoleum rug fair pattern, Halo. (Floor & wall covering) (In Retailing daily, Aug. 2, 1954, p. 17) Appl. author: McCann Erickson, inc. © 2Aug54; KK102206.

Another important Gold Seal Congoleum rug fair pattern, Normandy. (Floor & wall covering) (In Retailing daily, July 21, 1954, p. 19) Appl. author: McCann Erickson, inc. © 21Jul54; KK99172.

Another important Gold Seal Congoleum rug fair pattern, Patio. (Floor & wall covering) (In Retailing daily, July 27, 1954, p. 25) Appl. author: McCann Erickson, inc. © 27Jul54; KK99171.

Another important Gold Seal Congoleum rug fair pattern, Pom Pom. (Floor & wall covering) (In Retailing daily, July 22, 1954, p. 17) Appl. author: McCann Erickson, inc. © 22Jul54; KK99173.

Another important Gold Seal Congoleum rug fair pattern, Toy Town. (Floor & wall covering) (In Retailing daily, July 28, 1954, p. 19) Appl. author: McCann Erickson, inc. © 28Jul54; KK99170.

Brick Congowall covers 3 big markets. Gold Seal floors and walls. (In National furniture review, May 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © 1May54; KK97816.

Check here for your distributor of nationally advertised Gold Seal floors and walls. (In Floor covering profits directory, Apr. 1, 1954, p. 4) Appl. author: McCann Erickson, inc. © 1Apr54; KK98509.

Chicago market smash. Hurry, hurry, hurry to the Gold Seal Congoleum rug fair. (Floor & wall covering) (In Retailing daily, July 12, 1954, p. 14-15) Appl. author: McCann Erickson, inc. © 12Jul54; KK99174.

Cut your flooring bill with Gold Seal asphalt tile, it's damp-proof, too. AR-6. (Floor & wall covering) (In Architectural record, June 1954, p. 121) Appl. author: McCann Erickson, inc. © 1Jun54; KK98657.

Cut your flooring bill with Gold Seal asphalt tile, it's damp-proof too. CSA-5. (Floor & wall covering) (In Chain store age, May 1954, p. 61) Appl. author: McCann Erickson, inc. © 27Apr54; KK97824.

Dazzling, dramatic, room-widening, Jackstraw. Gold Seal floors and walls. Appl. author: McCann Erickson, inc. © 8Nov54; KK101959.

Don't duck profits on Gold Seal Vinyl tiles. Tie in with the Gold Seal contest, \$5000 1st prize, big consumer contest. (Floor & wall covering) (In Retailing daily, Mar. 17, 1954, p. 19) Appl. author: McCann Erickson, inc. © 17Mar54; KK97817.

Enter the Gold Seal kitchen of the year contest. (Floor & wall covering) (In the American home, Apr. 1954, p. 45) Appl. author: McCann Erickson, inc. © 25Feb54; KK99531.

Every summer home is a hot prospect for Gold Seal Congoleum, your best bet for June and July profits. (Floor & wall covering) (In Retailing daily, May 12, 1954, p. 17) Appl. author: McCann Erickson, inc. © 12May54; KK98659.

Everything points to Congoleum rugs and yard goods at the markets. Gold Seal floors and walls. (In Retailing daily, June 21, 1954, p. 5) Appl. author: McCann Erickson, inc. © 21Jun54; KK99164.

Everything points to Gold Seal floors and walls at the markets. (In Retailing daily, June 23, 1954, p. 51) Appl. author: McCann Erickson, inc. © 23Jun54; KK99175.

Everything points to Jackstraw at the markets. Gold Seal floors and walls. (In Retailing daily, June 21, 1954, p. 3) Appl. author: McCann Erickson, inc. © 21Jun54; KK99167.

Everything points to Sequin at the markets. Gold Seal floors and walls. (In Retailing daily, June 21, 1954, p. 7) Appl. author: McCann Erickson, inc. © 21Jun54; KK99163.

5 reasons why it pays to lay Gold Seal linoleum tile instead of hard, brittle tile. (Floor & wall covering) (In Successful farming, Sept. 1954, p. 77) Appl. author: McCann Erickson, inc. © 25Aug54; KK100404.

Gold Seal Congoleum fall rug promotion. Chicago, San Francisco, High Point, New York market smash.

(Floor & wall covering) (In Floor covering weekly, July 19, 1954, p. 5) Appl. author: McCann Erickson, inc. © 19Jul54; KK99165.

Gold Seal rubber tile, the quiet floor with the built-in bounce. (Floor & wall covering) (In Architectural record, May 1954, p. 271) Appl. author: McCann Erickson, inc. © 1May54; KK98658.

Hurry, hurry, hurry to the Gold Seal Congoleum rug fair. Only about \$12 for room-sized rug. (Floor & wall covering) Appl. author: McCann Erickson, inc. © 2Nov54; KK101960.

Hurry, hurry, hurry to the Gold Seal Congoleum rug fair. \$00.00 9'x12' rug. (Floor & wall covering) (In National furniture review, July 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © 1Jul54; KK99166.

Hurry, hurry, hurry to the Gold Seal Congoleum rug fair. \$12.45 9' x 12' rug. (Floor & wall covering) (In This week magazine, Oct. 24, 1954, p. 16) Appl. author: McCann Erickson, inc. © 24Oct54; KK101412.

Hurry, hurry, last chance to increase sales with the big fall promotion on Gold Seal Congoleum rugs. (Floor & wall covering) (In Floor covering weekly, Aug. 23, 1954, p. 3) Appl. author: McCann Erickson, inc. © 23Aug54; KK100398.

If you kept a car in this living room, it still couldn't hurt this great new resilient tile, Gold Seal Vinylbest. (Floor & wall covering) (In House & home, June 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © 1Jun54; KK98656.

In first 45 days, sales of Gold Seal linoleum tile, \$3,500, says Mr. William Levy. (In Building supply news, Jan. 1954, p. 169) Appl. author: McCann Erickson, inc. © 27Dec53 (in notice: 1954); KK98508.

In survey after survey, consumers choose Jackstraw. Gold Seal floors and walls. Appl. author: McCann Erickson, inc. © 1Aug54; KK99162.

Lighten your rooms, lighten your work, with Gold Seal Vinyl inlays in Bermuda Hues. (Floor & wall covering) Appl. author: McCann Erickson, inc. © 20Sep54; KK102208.

Mr. and Mrs. North discover Square Dance Gold Seal Nairn inlaid linoleum with a tile look. (In Retailing daily, Jan. 27, 1954, p. 25) Appl. author: McCann Erickson, inc. © 27Jan54; KK99533.

Mr. and Mrs. North over 47 TV stations, starting week of February 14 will bring you customers for Gold Seal tile. (Floor & wall covering) (In Retailing daily, Jan. 22, 1954, p. 21) Appl. author: McCann Erickson, inc. © 22Jan54; KK97825.

Mr. and Mrs. North will sell Gold Seal Vinyl inlays in 47 TV markets, starting week of Feb. 14. (Floor & wall covering) (In Retailing daily, Jan. 19, 1954, p. 44) Appl. author: McCann Erickson, inc. © 19Jan54; KK99532.

Mr. and Mrs. North will track down 50,800,000 new prospects for Gold Seal Nairn inlaid linoleum. (In Retailing daily, Jan. 25, 1954, p. 23) Appl. author: McCann Erickson, inc. © 25Jan54; KK99530.

Modern as a picture window. Gold Seal floors and walls. Appl.

author: McCann Erickson, inc. © 12Jun54; KK97814.

Modern as a picture window. Gold Seal floors and walls. (In the Progressive farmer, June 1954) Appl. author: McCann Erickson, inc. © 15May54; KK97813.

More than a new design, an entirely new concept in linoleum floors. Sequin. Gold Seal floors and walls. (In Flooring, Mar. 1954, p. 35) Appl. author: McCann Erickson, inc. © 1Mar54; KK100546.

Now, new brick Congowall. Gold Seal floors and walls. (In the American home, June 1954, p. 26) Appl. author: McCann Erickson, inc. © 25May54; KK97815.

A practical kitchen for a woman with 3 children and a dog. Featuring Bermuda Hues in Gold Seal Vinyl-tile. (Floor & wall covering) Appl. author: McCann Erickson, inc. © 21Apr54; KK98661.

Sales of Gold Seal linoleum tile will be huge. (In Retailing daily, Mar. 18, 1954, p. 19) Appl. author: McCann Erickson, inc. © 18Mar54; KK97819.

Sales of Gold Seal rubber tile will jump. (Floor & wall covering) (In Retailing daily, Mar. 16, 1954, p. 23) Appl. author: McCann Erickson, inc. © 16Mar54; KK97818.

Save time, save money, don't put up a tile at a time. Put up a wall at a time with Gold Seal Congowall. (Floor & wall covering) (In Successful farming, Oct. 1954, p. 25) Appl. author: McCann Erickson, inc. © 15Sep54; KK100403.

See Brick at the Gold Seal showroom. It's salestyle. (Floor & wall covering) (In Retailing daily, Jan. 5, 1954, p. 95) Appl. author: McCann Erickson, inc. © 5Jan54; KK101413.

Sequin, the new Gold Seal Nairn inlaid linoleum that scatters a thousand flecks of color beneath your feet. Appl. author: McCann Erickson, inc. © 24May54; KK98655.

7,045 successful dealers can only be right. Gold Seal floors and walls. (In Building supply news, Mar. 1954, p. 189) Appl. author: McCann Erickson, inc. © 1Mar54; KK97823.

Stains roll off Gold Seal Vinylbest like water. (Floor & wall covering) (In Architectural record, Apr. 1954, p. 103) Appl. author: McCann Erickson, inc. © 1May54; KK98654.

10 colorful reasons to choose Sequin, the Gold Seal inlaid linoleum that's seen on the smartest floors. Appl. author: McCann Erickson, inc. © 22Sep54; KK101411.

This clever sewing room whisks clean in a jiffy for guests. Gold Seal floors and walls. (In Farm journal, Oct. 1954) Appl. author: McCann Erickson, inc. © 13Oct54; KK100111.

When was the last time you looked at your baker's floor? Gold Seal floors and walls. (In Flooring, June 1954, p. 91) Appl. author: McCann Erickson, inc. © 5Jun54; KK98660.

When was the last time you looked at your druggist's floor? Gold Seal floors and walls. (In Flooring, May 1954, p. 8) Appl. author: McCann Erickson, inc. © 5May54; KK97822.

When was the last time you looked at your grocer's floor? Gold Seal floors and walls. (In Flooring,

CONGOLEUM-NAIRN, INC. Cont'd.
When was the last time. Cont'd.
Apr. 1954, p. 49) Appl. author:
McCann Erickson, inc. © 5Mar54;
KK99534.
You just can't beat the profit po-
tential in nationally advertised
Gold Seal floors and walls. (In
Hardware age-merchandise directory
number, July 22, 1954, p. 192-193)
Appl. author: McCann Erickson,
inc. © 22Jul54; KK99168.
Your customer may win \$5000, you may
win \$500, in the money-making Gold
Seal kitchen of the year tile con-
test. (Floor & wall covering)
(In Retailing daily, Mar. 15,
1954, p. 22-23) Appl. author:
McCann Erickson, inc. © 15Mar54;
KK97820.

CONKEY (H. D.) AND COMPANY.
Field M-G, a specially designed pre-
cision built draft control for
gas. Sheet. Appl. author: Ken-
neth B. Butler & Assoc. © H. D.
Conkey & Co. (in notice: Field
Control Division); 1Dec54;
KK102021.

CONNELLY, THOMAS P., JR., d.b.a.
THOMKEN INDUSTRIES. SEE Thomken
Industries.

CONNIN, CARSON HERD AND RAY CONNIN,
d.b.a. RAY CONNIN AND SON. SEE
Connin (Ray) and Son.

CONNIN, RAY AND CARSON HERD CONNIN,
d.b.a. RAY CONNIN AND SON. SEE
Connin (Ray) and Son.

CONNIN (RAY) AND SON.
Comfort beyond compare. The Castle
rocker. Display poster. Appl.
author: Carson Herd Connin. © Ray
Connin & Carson H. Connin, d.b.a.
Ray Connin & Son Furniture (in no-
tice: Ray Connin & Son); 12Jul54;
KK99413.

Comfort beyond compare. The Castle
rocker. (In the Bryan times,
Bryan, Ohio, July 15, 1954, p. 5)
Appl. author: Carson Herd Connin.
© Ray Connin & Carson H. Connin,
d.b.a. Ray Connin & Son Furniture
(in notice: Ray Connin & Son);
15Jul54; KK98291.

Relax and enjoy comfort beyond com-
pare. The Castle rocker. Display
poster. Appl. author: Carson
Herd Connin. © Ray Connin & Car-
son H. Connin, d.b.a. Ray Connin &
Son Furniture (in notice: Ray Con-
nin & Son); 12Jul54; KK99414.

We build these rockers to your order
in our own shop. Fountain City
rocking chair. (In the Bryan
times, Bryan, Ohio, July 15, 1954,
p. 3) Appl. author: Carson Herd
Connin. © Ray Connin & Carson H.
Connin, d.b.a. Ray Connin & Son
Furniture (in notice: Ray Connin &
Son); 15Jul54; KK98292.

CONRAD, ERNEST.
Bingo bulletin; no. 805A. (Game
supplies) Sheets. © Ernest
"Con" Conrad; 16Nov54; KK102383.
Bingo King, famous automatic Bingo
board. (Game supplies) Sheet.
© Ernest "Con" Conrad; 31Jul54;
KK102382.
Serving the armed forces, churches
... For bigger crowds, get the
super deluxe electric blower and
the new stainless steel electric
flashboard. No. 100. (Game sup-
plies) Sheet. © Ernest "Con"
Conrad; 2Sep54; KK102384.
Stock up on your Bingo equipment
now. Special 4 pay order form.
No. 4. (Game supplies) Sheet.
© Ernest "Con" Conrad; 31Jul54;
KK102381.

CONRAD, FREMONT JOHN. ©
Exclusive benefits from Conrad.
Vig-R-Blend rouen matings.
(Ducks) Folder. © 10Oct54;
KK102572.

CONSOLIDATED ADVERTISING SERVICE. ©
Are you ready to move up to finer
motoring? Here is your chance,
move up to a brand new Chevrolet
[automobile] Folder. Appl. au-
thor: Walter Schan. © 7Dec54;
KK102396.

CONSOLIDATED CIGAR SALES COMPANY,
INC. ©
Celebration smoke you can afford
every day. Dutch Masters. (In
Sunday news, New York, Oct. 31,
1954, p. 111) Appl. author: Er-
win, Wasey & Co., inc. © 31Oct54;
KK101983.

Charcoal curing makes Harvesters
better tasting. (In Newark eve-
ning news, June 15, 1954, p. 55)
Appl. author: Erwin, Wasey & Co.,
inc. © 15Jun54; KK98977.

Discover richer smoking pleasure in
the Dutch Masters shape that suits
you. (In Sunday news, New York,
July 11, 1954, p. 75) Appl. au-
thor: Erwin, Wasey & Co., inc.
© 11Jul54; KK98978.

Give the business gift that says
merry Christmas 50 times. Dutch
Masters. (In Sales management,
Sept. 10, 1954, p. 103) Appl.
author: Erwin, Wasey & Co., inc.
© 10Sep54; KK100866.

Here's richer taste you'll cheer
about. Dutch Masters. (In Sunday
news, New York, Oct. 24, 1954, p.
111) Appl. author: Erwin, Wasey
& Co., inc. © 24Oct54; KK101982.

On Dad's mind for Father's Day.
Dutch Masters. (In Newark eve-
ning news, June 16, 1954, p. 19)
Appl. author: Erwin, Wasey & Co.,
inc. © 16Jun54; KK98976.

Save money, keep 'em handy. Get
Dutch Masters in the new 5-pack.
(In Sunday news, New York, Oct.
3, 1954, p. 107) Appl. author:
Erwin, Wasey & Co., inc.
© 3Oct54; KK100867.

CONSOLIDATED CONTROLS COMPANY. ©
Why worry? Rain Brain watches for
rain, puts up your [car] top when
you're not there. Folder. Appl.
author: Charles D. Boehme.
© 14Jul54; KK98279.

CONSOLIDATED PRODUCTS COMPANY. ©
40 golden acres, by Art Winter.
Hello, if you're one of the tens
of thousands of folks who have
visited our Semi-Solid demonstra-
tion ... (Hog raising) (In
Prairie farmer, Oct. 16, 1954, p.
4) Appl. author: Dancer-Fitzger-
ald-Sample, inc. © 16Oct54;
KK102226.
40 golden acres, by Art Winter. If
you're up in the air ... Semi-
Solid sow Emulsion. (Hog raising)
(In Prairie farmer, Nov. 20, 1954,
p. 4) Appl. author: Dancer-Fitz-
gerald-Sample, inc. © 20Nov54;
KK102227.

40 golden acres, by Roscoe Pollitt.
As you sow, so shall you reap your
spring pig crop. Semi-Solid sow
emulsion. Appl. author: Dancer-
Fitzgerald-Sample, inc.
© 16Oct54; KK102360.

40 golden acres. The Semi-Solid
system of raising hogs. 79 p.
Appl. author: Dancer-Fitzgerald-
Sample, inc. © 10Oct54; KK101051.

Load 'em out before the break. New
Semi-Solid pig emulsion, miracle
finisher with Hidrolex. (In Iowa
farm and home register, July 4,

1954, p. 3H) Appl. author:
Dancer-Fitzgerald-Sample, inc.
© 4Jul54; KK98463.

Pasture with pride. You can turn
out beautiful fall and winter
calves without extra cost, work,
or risk. Kaff-A with Hidrolex.
(In Prairie farmer, Oct. 16, 1954,
p. 58) Appl. author: Dancer-
Fitzgerald-Sample, inc.
© 16Oct54; KK102228.

Smart move, new self-feeding block
solves housing problems. Semi-
Solid E emulsion with Hidrolex.
(In the Farmer, Sept. 18, 1954, p.
33) Appl. author: Dancer-Fitz-
gerald-Sample, inc. © 18Sep54;
KK101235.

CONSOWELD CORPORATION.
How to apply Consoweld 6 with
Special Roltite. SEE Midcontinent
Adhesive Company.

CONSUMER PRODUCTS DIVISION, BALL
BROTHERS COMPANY. SEE Ball Brothers
Company.

CONSUMERS SURVEYS, INC.
You can win. Giant \$25,000.00
photographic treasure hunt.
(Photographs) (In Los Angeles
examiner) Appl. author: Raymond
Keane. © Consumers Surveys, inc.,
Division of Photographic Research;
4Jul54; KK98395.

CONTAINER CORPORATION OF AMERICA. ©
Daree fresh selected butter. One
pound net weight. Design [no.]
1450. Label. © 25Jun54;
KK98970.

CONTINENTAL FOODS, INC. (S. A.) ©
Continental chicken noodle soup.
Sopa Continental de pollo y
fideos. Net wt. 2 oz. each pack-
age. P57A-24. [Blue, yellow, red
& white carton] Label.
© 14Jul54; KK99826.

Continental vegetable soup with
noodles. Sopa Continental de veg-
etales con fideos finos. Net wt.
2 1/2 oz. each package. [Code no.]
P70-74. [Red, yellow & blue car-
ton] Label. © 7Oct54; KK101221.

Continental vegetable soup with
noodles. Sopa Continental de veg-
etales con fideos finos. 2 1/2
ounces net wt. [Code no.] P-70.
[Red, yellow, blue, white & black
envelope] Label. © 7Oct54;
KK101220.

Lipton Continental chicken noodle
soup. Sopa Lipton Continental de
pollo y fideos. Cooks in 7 min-
utes. 2 ounces net wt. [Code
no.] P-71. [Blue, yellow, red &
white envelope] Label.
© 14Jul54; KK99827.

Lipton Continental chicken noodle
soup. Sopa Lipton Continental de
pollo y fideos. 3 packages. Net
weight 2 oz. each. [Code no.]
P71-64. [Blue, yellow, red &
white carton] Label. © 14Jul54;
KK99828.

CONTINENTAL MANUFACTURING CORPORA-
TION. ©
Rocket researchers discover secret
of 1,000,000 mile automobile en-
gine. (Filter) (In Motor trend,
June 1954, p. 41-44) Appl. au-
thor: Frank E. Williams.
© 25May54; KK100062.
They said I'd go broke building this
battery, but \$3,476,000 in sales
proved they were wrong, by Frank E.
Williams. Life-Time battery. (In
Popular mechanics, June 1954, p.
60-63) © 1Jun54; KK100465.
3 easy ways to ruin your automobiles
battery this summer ... by Frank
E. Williams, inventor of the Life-
Time battery. (In Argosy, July
1954, p. 1) © 20Jun54; KK100061.

CONTINENTAL OIL COMPANY. ©

Another super salesman for Conoco jobbers. New Conoco super motor oil. (In National petroleum news, June 9, 1954, p. 26-27) Appl. author: Benton & Bowles, inc. © 9Jun54; KK99291.

Conoco super gasoline with TCP. A great profit opportunity for you. (In National petroleum news, July 7, 1954, p. 36-37) Appl. author: Benton & Bowles, inc. © 7Jul54; KK102356.

Down goes your inventory, up goes your profit, with new Conoco super motor oil. (In Automotive news, Aug. 16, 1954, p. 12) Appl. author: Benton & Bowles, inc. © 16Aug54; KK102312.

Finest in product and service. Neolene 400, intermediate for synthetic detergents. (In Soap and chemical specialties, May 1954, p. 29) Appl. author: Benton & Bowles, inc. © 21May54; KK99294.

For alkyl aryl surface-active agents of highest quality. Neolene 400, intermediate for synthetic detergents. (In Soap and chemical specialties, June 1954, p. 10) Appl. author: Benton & Bowles, inc. © 23Jun54; KK99293.

The greatest gasoline development in 31 years. New Conoco super gasoline with TCP. (In the Dallas morning news, Sept. 22, 1954, p. 14-15) Appl. author: Benton & Bowles, inc. © 22Sep54; KK102311.

Mark this date on your calendar. New Conoco super motor oil. (In the Spokesman-review, Sept. 15, 1954, p. 13) Appl. author: Benton & Bowles, inc. © 15Sep54; KK102310.

Mr. Conoco Dealer: Over 30,000,000 fans will be watching this kickoff. Folder. Appl. author: Benton & Bowles, inc. © 1Sep54; KK102393.

New sign of better motoring for Spokane and the Inland Empire. New Conoco super gasoline with TCP. (In the Spokesman-review, May 12, 1954, p. 11) Appl. author: Benton & Bowles, inc. © 12May54; KK99295.

Now available to all dealers everywhere. The only motor oil with Oil-plating in 5W-20 & 10W-30 grades. Conoco. (In Automotive news, June 21, 1954, p. 25) Appl. author: Benton & Bowles, inc. © 21Jun54; KK99292.

Now available to jobbers and dealers. The only motor oil with Oil-Plating in 5W-20 & 10W-30 grades. New Conoco super motor oil. (In National petroleum news, Aug. 4, 1954, p. 26-27) Appl. author: Benton & Bowles, inc. © 4Aug54; KK102357.

Now give your customers year-round Oil-Plating protection by stocking just 2 grades of oil. Conoco. (In Automotive news, Sept. 20, 1954, p. 45) Appl. author: Benton & Bowles, inc. © 20Sep54; KK102315.

Now service all your customers by stocking just 2 grades of oil. New Conoco super motor oil. (In Automotive news, July 19, 1954, p. 30) Appl. author: Benton & Bowles, inc. © 19Jul54; KK102318.

Now you can protect your car against both major causes of engine wear. New Conoco super motor oil. (In the Saturday evening post, July 3, 1954, p. 77) Appl. author: Benton & Bowles, inc. © 1Jul54; KK102359.

Now you can protect your car against both major causes of engine wear. New Conoco super motor oil. (In the Saturday evening post, July 31, 1954, p. 69) Appl. author: Benton & Bowles, inc. © 28Jul54; KK102317.

Planning your vacation? Now get your Conoco Tourade free from your Conoco dealer. (In the Quincy herald-whig, Quincy, Ill., June 6, 1954, p. 5-B) Appl. author: Benton & Bowles, inc. © 6Jun54; KK102358.

Save time, save money with Conoco dairy wax. (In American milk review, July 1954, p. 18) Appl. author: Benton & Bowles, inc. © 10Jun54; KK102314.

Subway in the sky. Ask us about 50,000 miles no wear. Oil plate with Conoco super motor oil. (In the Saturday evening post, Feb. 28, 1953, p. 94) Appl. author: Geyer Advertising, inc. © 28Feb53; KK97808.

The tank truck. It takes more than a fire to stop a Texas farmer. Conoco [motor oil] (In Western farm life, June 1, 1954, p. 4 of cover) Appl. author: Benton & Bowles, inc. © 1Jun54; KK99290.

The tank truck. It takes more than muscle to cultivate 1200 acres of irrigated land. Conoco [motor oil] (In Western farm life, Aug. 1, 1954, p. 40) Appl. author: Benton & Bowles, inc. © 1Aug54; KK102313.

Today, some heavy-duty motor oils offer you protection against friction wear ... Here's why your car needs this great new double-duty oil. Conoco. (In the Saturday evening post, June 12, 1954, p. 14-15) Appl. author: Benton & Bowles, inc. © 9Jun54; KK99289.

Today, some heavy-duty motor oils offer you protection against friction wear ... Now this new double-duty motor oil ... Conoco. (In the Dallas morning news, June 9, 1954, p. 15) Appl. author: Benton & Bowles, inc. © 9Jun54; KK99296.

Why have bulgers and leakers? Conoco dairy wax. (In American milk review, Aug. 1954, p. 6) Appl. author: Benton & Bowles, inc. © 10Jul54; KK102316.

CONVEY-A-TROL COMPANY. ©

Introducing the modern conveyor drive. Convey-A-Trol. Sheet. Appl. author: Roger Williams Shine. © 25Jun54; KK98692.

COOPER, MORTON B. ©

Rattle snake pudding. (Hardware) Display card. © 21Oct54; KK101045.

CORCORAN, INC. ©

For solid comfort, wear Corcoran genuine paratroop boots. (In Outdoor life, Oct. 1954, p. 4) Appl. author: John A. Keary. © 20Sep54; KK101719.

Kapok sleeping bag. (In Sports afield, Oct. 1954, p. 99) Appl. author: John A. Keary. © 25Sep54; KK101688.

Six-inch sportsman's shoe. (In Field & stream, Oct. 1954, p. 112) Appl. author: John A. Keary. © 24Sep54; KK101892.

Sportsman's flyweight Neoprene suit. (In Yachting, June 1954, p. 177) Appl. author: John A. Keary. © 1Jun54; KK98165.

CORNELL, DUDLEY B. ©

Cake box house. Label. © 60Oct54; KK100429.

CORNELL-DUBILIER ELECTRIC CORPORATION. ©

Cornell Dubilier engineering bulletin. General purpose booted terminal AC motor capacitors, type M K V. Bulletin no. 158. [Emil J. Maginot, ed.] Sheet. © 24Jun54; KK98552.

CORO, INC. ©

Bold and beautiful Marquess bracelets, by Coro. (In Glamour, Oct. 1954, p. 9) Appl. author: Adolph Katz. © 10Oct54; KK101294.

Fantasy, by Coro. (Costume jewelry) (In Charm, Oct. 1954, p. 24) Appl. author: Adolph Katz. © 10Oct54; KK100584.

Fashion's ablaze with the golden light of Corolite. (Costume jewelry) (In the New York times magazine, Oct. 17, 1954, p. 21) Appl. author: Adolph Katz. © 17Oct54; KK101293.

The gift that always wins her heart, Coro jewelry. (In Life, Nov. 29, 1954, p. 152) Appl. author: Adolph Katz. © 29Nov54; KK102571.

I love Coro jewelry because I can always count on Coro to create wonderful new styles ... (In Seventeen, Sept. 1954, p. 20) Appl. author: Adolph Katz. © 1Sep54; KK100582.

The opulent look is all yours with Empire by Coro. (Costume jewelry) (In Harper's bazaar, Oct. 1954, p. 82) Appl. author: Adolph Katz. © 10Oct54; KK100583.

A wonderful gift for every little girl; Coroteen Tales. (Costume jewelry) Appl. author: Jerome C. Roberts. © 29Oct54; KK102565.

CORRULUX DIVISION, LIBBEY OWENS

FORD GLASS COMPANY. SEE Libbey Owens Ford Glass Company.

COSMAIR, INC. ©

They are here. The exquisite hair color preparations of L'Oreal of Paris. (In Modern beauty shop, Oct. 1954, p. 95-98) © 25Sep54; KK100292.

COSMOPOLITAN FEATURES. ©

Dollars and sense. (Banking service) Pamphlet. Appl. author: John Paul Denny. © 1Jun53; KK98029.

COTY, INC. ©

Anyone can win this fabulous Paris vacation. (Toilet water) (In Life, Sept. 6, 1954, p. 73) Appl. author: Franklin Bruck Advertising Corp. © 6Sep54; KK99885.

Just in time for Christmas, exciting new perfume. Accomplice, by Coty. (In the Playbill, Nov. 29, 1954, p. 16) Appl. author: Franklin Bruck Advertising Corp. © 29Nov54; KK102426.

Moody magnate or triumphant tycoon? Emeraude [perfume] (In the Commercial and financial chronicle, Oct. 28, 1954, p. 41) Appl. author: Franklin Bruck Advertising Corp. © 28Oct54; KK101116.

The more the merrier. Fragrant gifts, by Coty. (Cosmetics) (In Drug topics) Appl. author: Franklin Bruck Advertising Corp. © 6Sep54; KK99786.

The more the merrier. Fragrant gifts, Coty. (Cosmetics) (In the American weekly, Dec. 5, 1954, p. 36) Appl. author: Franklin Bruck Advertising Corp. © 5Dec54; KK102499.

New fragrance shampoo, by Coty. (In Harper's bazaar, July 1954, p. 97) Appl. author: Franklin Bruck Advertising Corp. © 1Jul54; KK98050.

COTY, INC. Cont'd.

Play the queen and make him love every moment of it ... Accomplice, by Coty. (Perfume) (In Life, Nov. 29, 1954, p. 97) Appl. author: Franklin Bruck Advertising Corp. © 29Nov54; KK101882.

COURANT COMPANY. ©

It has entered the do it yourself field and there's nothing like it. Sav-A-Battery. (Chemical compound for batteries) Folder. Appl. author: Elvin P. Courant. © 21Feb54; KK99073.

Sav-A-Battery preserves the life. (Chemical compound for batteries) Folder. Appl. author: Elvin P. Courant. © 21Feb54; KK99074.

COX, EUGENE, AND L. IRVIN FOX, d.b.a. AUTOMOTIVE SURVEYS COMPANY. SEE Automotive Surveys Company.

COY PRODUCTS COMPANY. ©

Introducing the revolutionary Coy aqua-massage jet hydrotherapy unit. Folder. Appl. author: Homer Claude Friend. © 15Jul54; KK98295.

CRADDOCK FURNITURE CORPORATION. ©

Introducing Trans-Era, by Craddock. (In House beautiful, v. 96, no. 12, p. 162) Appl. author: Keller-Crescent Advertising Agency. © 17Nov54; KK101966.

CRADDOCK-TERRY SHOE CORPORATION. ©

Introducing soft, soft, soft Gent-L-Grains, by American Gentleman. (In the Saturday evening post, Sept. 11, 1954, p. 166) Appl. author: Lindsey & Co. © 7Sep54; KK99516.

The new, the soft, the rugged Swiss-Twist moccasins, by American Gentleman. (In Esquire, Sept. 1954, p. 102) Appl. author: Lindsey & Co. © 6Aug54; KK99544.

CRAWLEY (JOHN J.) AND COMPANY, INC. ©

A beautiful new book for every catholic home. The Lives of Saints vividly retold and illustrated in glorious color. Sheet. Appl. author: Roy Hubbard. © 22Oct54; KK100968.

Dear Friend ... The catholic family encyclopedia (based on the new catholic encyclopedia) complete in one volume, at \$9.95 plus mailing cost. There will be a special Gregorian edition ... Folder. Appl. author: Roy Hubbard. © 8Nov54; KK101865.

Dear Friend ... The catholic family encyclopedia (based on the new catholic encyclopedia) complete in one volume, at \$9.95 plus mailing cost. When published ... Folder. Appl. author: Roy Hubbard. © 8Nov54; KK101864.

A wonderful new plan for every catholic home ... All the great Bible stories vividly retold for catholic children ... (Books) Sheet. Appl. author: Roy Hubbard. © 17Nov54; KK101678.

CREAM OF WHEAT CORPORATION. ©

Junior. Hey stop, don't let the dogs loose. (Wheat breakfast food) (In the American weekly, Sept. 26, 1954, p. 33) © 26Sep54; KK100651.

CROOK ADVERTISING AGENCY. ©

Advertising. Nation-wide major awards won by two Crook-accounts. Sheet. Appl. author: Wilson W. Crook. © 5Nov54; KK101705.

CROP DRYER MANUFACTURERS ASSOCIATION. ©

How to get better feed and better prices for your grain. Pamphlet. © 19Aug54; KK99741.

How to lower feeding costs with better quality hay. 7 p. © 6May54; KK98205.

CROSLEY BROADCASTING CORPORATION. ©

Nothing works like wantmanship. Create the want that's the source of the sale. (Radio & TV service) (In Advertising agency, July 5, 1954, p. 33) Appl. author: The Ralph H. Jones Co. © 5Jul54; KK98726.

Nothing works like wantmanship. [Indian & papoose] (Radio & TV service) (In Advertising agency, Sept. 6, 1954, p. 33) Appl. author: The Ralph H. Jones Co. © 6Sep54; KK100016.

Nothing works like wantmanship. It takes more than the tide. (Radio & TV service) (In Advertising agency, Oct. 4, 1954, p. 35) Appl. author: The Ralph H. Jones Co. © 4Oct54; KK100759.

Nothing works like wantmanship. [Moving scene] (Radio & TV service) (In Advertising agency, Aug. 2, 1954, p. 33) Appl. author: The Ralph H. Jones Co. © 2Aug54; KK99495.

Nothing works like wantmanship. The fine art of salesmanship puts can't wait into the want ... (Radio & TV service) (In Advertising agency, Nov. 1, 1954, p. 35) Appl. author: The Ralph H. Jones Co. © 1Nov54; KK102320.

Nothing works like wantmanship. Why go after big game with a slingshot ... (Radio & TV service) (In Advertising agency, Dec. 6, 1954, p. 35) Appl. author: The Ralph H. Jones Co. © 6Dec54; KK102537.

CROSS-OUT ADVERTISING COMPANY.

Product Bingo game. SEE Bugg, Loyal L.

CROUCH, EMMA. SEE Crouch, Noah.

CROUCH, NOAH.

God's Plan of the Ages. (Bible teaching) Sheet. Appl. author: Emma Crouch. © Noah & Emma Crouch; 14Oct54; KK102502.

CROWE, ROBERT E. ©

Badge cap designs sell more cold drinks. Sheet. © 13Oct54; KK101141.

CROWELL-COLLIER PUBLISHING COMPANY. ©

People believe in the American magazine, because the American magazine believes in people. And these millions of readers ... (In Advertising age, July 19, 1954, p. 25) Appl. author: Monroe F. Dreher, inc. © 12Jul54; KK100676.

People believe in the American magazine, because the American magazine believes in people. And this belief is confirmed by at least 60 o/o ... (In Advertising age, Aug. 9, 1954, p. 53) Appl. author: Monroe F. Dreher, inc. © 1Aug54; KK100677.

People believe in the American magazine, because the American magazine believes in people. And this belief is confirmed by consistent and healthy circulation increases ... (In Advertising age, Sept. 27, 1954, p. 33) Appl. author: Monroe F. Dreher, inc. © 20Sep54; KK100688.

People believe in the American magazine, because the American magazine believes in people. And this belief is confirmed by dramatic reader response ... (In Advertising age, Sept. 13, 1954, p. 61) Appl. author: Monroe F. Dreher, inc. © 6Sep54; KK100678.

People believe in the American magazine, because the American magazine believes in people. Over 10,000,000 responsive family readers ... (In the New York times, June 16, 1954, p. 48) Appl. author: Monroe F. Dreher, inc. © 16Jun54; KK98209.

People believe in the American magazine, because the American magazine believes in people. That's why circulation is at an all-time high. (In the New York times, Apr. 28, 1954, p. 52) Appl. author: Monroe F. Dreher, inc. © 28Apr54; KK98211.

People believe in the American magazine, because the American magazine believes in people. That's why readers spend more than twice the time ... (In the New York times, May 12, 1954, p. 21) Appl. author: Monroe F. Dreher, inc. © 12May54; KK98208.

People believe in the American magazine, because the American magazine believes in people. This belief in the American magazine ... (In the New York times, May 25, 1954, p. 42) Appl. author: Monroe F. Dreher, inc. © 25May54; KK98207.

Protect your travel cash with American Express travelers cheques. The American magazine. (In Banking, June 1954, p. 4) Appl. author: Monroe F. Dreher, inc. © 15May54; KK98212.

Reach America's mass travel market in the American magazine. (In the Travel agent, June 10, 1954, p. 45) Appl. author: Monroe F. Dreher, inc. © 1Jun54; KK98210.

CROWN REST BEDDING COMPANY.

Crown Rest innerspring sleep cushion. Label. Appl. author: Lawrence M. Yahr. © Lawrence M. Yahr, William A. Yahr & Joseph Yahr, t.a. Crown Rest Bedding Co.; 16Aug54; KK99705.

CROWN ZELLERBACH CORPORATION. ©

Baby lima beans. Net wt. 10 oz. [No. 529 vignette. Crown line stock] (Frozen food wrapper) Label. © 1Nov54; KK102041.

[Beefburger; no. 419 vignette. Stock no. 4] (Frozen food wrapper) Label. © 1Jun54; KK97936.

Breaded fantail shrimp. Net wt. 10 oz. [No. 510 vignette] (Frozen food wrapper) Label. © 1Aug54; KK99704.

[Breaded fantail shrimp; no. 610 vignette. Stock no. 6] (Frozen food wrapper) Label. © 1Jul54; KK99552.

Broccoli cuts. Net wt. 10 oz. [No. 539 vignette. Crown line stock no. 5] (Frozen food wrapper) Label. © 1Sep54; KK100570.

Broccoli spears. Net wt. 10 oz. [No. 538 vignette. Crown line stock no. 5] (Frozen food wrapper) Label. © 1Aug54; KK99937.

Brussels sprouts. Net wt. 10 oz. [No. 546 vignette. Crown line stock] (Frozen food wrapper) Label. © 1Nov54; KK102043.

Cauliflower. Net wt. 10 oz. [No. 543 vignette; crown line] (Frozen food wrapper) Label. © 1Sep54; KK100966.

Chicken pie. [No. 422 vignette. Stock no. 4] (Frozen food wrapper) Label. © 1Oct54; KK101130.

Chopped broccoli. Net wt. 10 oz. [No. 540 vignette; crown line stock] (Frozen food wrapper) Label. © 1Oct54; KK101528.

Chopped spinach. Net wt. 12 oz. [No. 519 vignette; crown line stock (Frozen food wrapper) Label. © 10Oct54; KK101530.

[Corn the cob; no. 520 vignette. Crown line stock no. 5] (Frozen food wrapper) Label. © 1Aug54; KK9946.

Cut up. Net wt. 10 oz. [No. 519 vignette. Crown line stock no. 5] (Frozen food wrapper) Label. © 1Aug54; KK100065.

Cut green beans. Net wt. 10 oz. [No. 517 vignette. Crown line stock no. 5] (Frozen food wrapper) Label. © 1Sep54; KK100409.

Okra. Net wt. 10 oz. [No. 522 vignette; crown line stock] (Frozen food wrapper) Label. © 10Oct54; KK101531.

[Sh stick; no. 423 vignette. Stock no. 4] (Frozen food wrapper) Label. © 1Aug54; KK99747.

For particular people, only Chiffon twin-ply facials will do. Little girl polishing toe nails (Toilet & facial tissue) Sheet. © 1Jan54; KK98146.

For particular people, the special softness of facial quality twin-ply Chiffon. [Little girl drying herself with towel] (Toilet & facial tissues) Sheet. © 1Jan54; KK98145.

For particular people, the special softness of facial quality twin-ply Chiffon. [Little girl spraying cat with perfume] (Toilet & facial tissue) Sheet. © 1Jan54; KK98149.

For particular people, the special softness of facial quality twin-ply Chiffon. [Little girl trying on hat] (Toilet & facial tissue) Sheet. © 1Jan54; KK98147.

For particular people, the special softness of facial quality, twin-ply Chiffon napkins. Little girl reading book; Sheet. © 1Jan54; KK98148.

For particular people, the special softness of twin-ply Chiffon facial tissues. Little girl dressed in man's vest; Sheet. © 1Jan54; KK98150.

Fordhook lima beans. Net wt. 10 oz. [No. 528 vignette. Crown line stock] (Frozen food wrapper) Label. © 1Nov54; KK102042.

French fried potatoes. Net wt. 10 oz. [No. 503 vignette; crown line] (Frozen food wrapper) Label. © 1Sep54; KK100965.

French style green beans. Net wt. 10 oz. [No. 518 vignette. Crown line stock] (Frozen food wrapper) Label. © 1Nov54; KK102045.

[Green and white lima bean; no. 351 vignette. Stock no. 3] (Frozen food wrapper) Label. © 1Jul54; KK99008.

Leaf spinach. Net wt. 14 oz. [No. 500 vignette. Crown line stock no. 5] (Frozen food wrapper) Label. © 1Sep54; KK100571.

Left-overs keep fresh and usable so much longer in Zee double-waxed paper. Sheet. © 15Mar53; KK99824.

Mixed vegetables. [No. 535 vignette. Crown line stock no. 5] Net wt. 10 oz. (Frozen food wrapper) Label. © 1Aug54; KK99753.

113 cases the first week, or paper napkins in color boost all napkin sales. Chapter 4 in the paper profits story. Zee. (In Chain store age) © 1Sep54; KK101132.

One will do instead of two. Zee, the paper towel with sponge fibres. Sheet. © 15Feb53; KK98915.

Peas and carrots. Net wt. 10 oz. [No. 534 vignette. Crown line stock no. 5] (Frozen food wrapper) Label. © 1Sep54; KK100512.

Sales increase from 85 % to 207 %, or how advertising plus display doubles sales. Chapter 5 in the paper profits story. Zee [toilet tissue] (In Chain store age) © 10Oct54; KK101131.

[Shrimp in shell; no. 611 vignette. Stock no. 6] (Frozen food wrapper) Label. © 1Jul54; KK99553.

Shrimp in the shell. Net wt. 12 oz. [No. 511 vignette. Crown line stock no. 5] (Frozen food wrapper) Label. © 1Aug54; KK99936.

Succotash. Net wt. 10 oz. [No. 533 vignette. Crown line stock] (Frozen food wrapper) Label. © 1Nov54; KK102044.

3 out of 82 ways sponge-fibre Zee paper towels save you work, save you time. (In Family circle) © 10Oct54; KK101133.

When you barbecue ribs for his ribs, Zee napkins make it pretty soft for you. Sheet. © 15Mar53; KK99825.

Whole baby okra. Net wt. 10 oz. [No. 521 vignette; crown line stock] (Frozen food wrapper) Label. © 10Oct54; KK101529.

Zee napkins make easy livin', when there's lots of entertaining. Sheet. © 1Sep54; KK101134.

CROYDEN MILLS, INC. ©

Croyden House 12 minute rice dinners. Net wt. 5 oz. avoird. Label. © 28Jun54; KK98226.

CRUMP (B. T.) COMPANY, INC. ©

Crump master-made hassocks. Fall 1954, spring 1955. 31 p. © 14Jun54; KK97786.

CRYSTAL CHEMICAL COMPANY.

Crystal Blue ant slayer. Net contents 2 ozs. (Insecticide) Label. © Roy Gamel, d.b.a. Crystal Chemical Co.; 1Aug47; KK99060.

CU-LIN COMPANY.

Gold Star, Chinese style glutamate seasoning. cSquatting Chinese lady with hands in a bowl; Net wt. 40 oz. Label. © Julius A. Wunsch, d.b.a. Cu-Lin Co.; 15Nov54; KK102717.

Kontos brand, Chinese style glutamate seasoning. cChinese wearing hat and extending hands into a large bowl; Net wt. 40 oz. Label. © Julius A. Wunsch, d.b.a. Cu-Lin Co.; 24Nov54; KK102716.

Post brands oriental style glutamate seasoning. cChinese river scene with bridge, boat, etc.; Net wt. 40 oz. Label. © Julius A. Wunsch, d.b.a. Cu-Lin Co.; 30Nov54; KK102715.

CUDAHY PACKING COMPANY. ©

Flower lovers, new Old Dutch cleanser brings you the 11th annual garden offer you've waited for. (In Life, Feb. 22, 1954, p. 63) Appl. author: Young & Rubicam, inc. © 19Feb54; KK102088.

New cleanser turns golden when wet, cleans faster, kills germs and odors. New Old Dutch. This added protection is a special blessing if you have children. (In the Saturday evening post, Oct. 17, 1953, p. 135) Appl. author: Young & Rubicam, inc. © 14Oct53; KK102121.

New cleanser turns golden when wet, cleans faster, kills germs and odors. New Old Dutch. This added

ed protection is a special blessing when there are children in the home. (In Life, Oct. 1, 1953, p. 126-127) Appl. author: Young & Rubicam, inc. © 9Oct53; KK102084.

New cleanser turns golden when wet, cleans faster, kills germs and odors. New Old Dutch. This added protection is a special blessing if you have children. (In New Orleans times Picayune, Oct. 25, 1953, p. 31) Appl. author: Young & Rubicam, inc. © 25Oct53; KK102085.

New kind of cleanser turns golden when wet. New Old Dutch. (In Life, Dec. 7, 1953, p. 110) Appl. author: Young & Rubicam, inc. © 5Dec53; KK102087.

New, turns golden when wet, does things no other cleanser can do. New Old Dutch. (In Life, Jan. 25, 1954, p. 64) Appl. author: Young & Rubicam, inc. © 2Jan54; KK102086.

Now try the only cleanser that actually disinfects and deodorizes as it cleans. New Old Dutch. (In Life, Apr. 19, 1954, p. 84) Appl. author: Young & Rubicam, inc. © 16Apr54; KK102090.

Now try the only cleanser that actually disinfects as it cleans. New Old Dutch. (In Life, Mar. 22, 1954, p. 163) Appl. author: Young & Rubicam, inc. © 19Mar54; KK102089.

Once there was a lady who didn't stop to think, that germs, the common household kind, were sulking in her sin. New Old Dutch cleanser. (In Life, May 3, 1954, p. 84) Appl. author: Young & Rubicam, inc. © 1May54; KK102091.

2¢ sale to introduce the new Old Dutch cleanser (In Chicago news, Feb. 17, 1954) Appl. author: Young & Rubicam, inc. © 17Feb54; KK98960.

CULLIGAN, INC. ©

Esther Williams and you, what a team. Culligan soft water service. Folder. Appl. author: Alex T. Franz. © 25Aug54; KK101693.

Have Culligan soft water in your home. 11 Appl. author: A. T. Franz. © Aug53; KK97810.

I know water and at home I know soft water's best. [Endorsed by] Esther Williams. (Water conditioning equipment) (In the Saturday evening post, Sept. 18, 1954, p. 102) Appl. author: Alex T. Franz. 14Sep54; KK101725.

I know water, and I know that hard water is hard to get along with. (Water conditioning equipment) Sheet. Appl. author: Alex T. Franz. 25Aug54; KK101687.

Service, lease-owned or rental, call for a Culligan water softener. Folder. Appl. author: Alex T. Franz. 16Sep54; KK101686.

CURTIS, GEORGE ELMO. ©

Rivets that stood a hydrostatic pressure 750 lbs. without leaking. Cup-ank Seal. (Ductile rivet) Sheet. © 4Nov54; KK102229.

CURTIS, GEORGE W., sole owner, CURTIS ZEEM COMPANY. SEE Curtis Zeem Company

CURTIS ZEEM COMPANY.

Zeem's e-digested protein, a diet-food supplement. One hundred and 17 1/2 grain tablets. Label. © Curtis Zeem Co., George W. Curtis, sole owner; 2Nov54; KK101972.

CUSHMAN AND DENISON MANUFACTURING COMPANY, INC. ©

Flo-Mast, felt tip pen. A Cado product. Writes, marks ... on everything. (Pen set) Label. Appl. author: David Livingstone Parke. 1Apr54; KK98415.

D

DAIRY QUEEN NATIONAL TRADE ASSOCIATION, INC. ©

Dairy Queen. For a taste treat at home, the queen's home pak. 924 N. Santa Fe. (Whole milk & sweet cream frozen food) (In the Chanute tribune, Chanute, Kan., June 30, 1954 p. 3) Appl. author: Joseph B. Wells. © 30Jun54; KK99371.

Dairy Queen. For a taste treat at home, the queen's home pak. 324 11th Ave. North. (Whole milk & sweet cream frozen food) (In the Idaho freepress, Nampa, Idaho, Aug. 14, 54, p. 8) Appl. author: Joseph B. Wells. © 14Aug54; KK100023.

Dairy Queen. Hooray says your taste, the queen's special hot fudge sundae. 15 E. Main St. (Whole milk sweet cream frozen food) (In the gin daily courier-news, Elgin, Ill., Aug. 26, 1954, p. 12) Appl. author: Joseph B. Wells. © 26g54; KK100653.

Dairy Queen. You like chocolate, you'll love the queen's famous chocolate sundae. 902 Columbus Ave. (Whole milk & sweet cream frozen food) In Washington record-herald, Whington Court House, Ohio, June 4, 1954, p. 8) Appl. author: Joseph B. Wells. © 4Jun54; KK98219.

Dairy Queen. Suender to temptation, the queen's favorite pineapple sundae. Indianapolis Road. (Whole milk & set cream frozen food) (In the ily banner, Greencastle, In, July 21, 1954, p. 5) Appl. author: Joseph B. Wells. © 21Jul; KK99644.

Dairy Queen. The eat of treats, the queen's fame banana split supreme. 138 Elm., Salisbury, Mass. (Whole milk & sweet cream frozen food) (Timesbury daily news, Amesbury, Ms., July 12, 1954, p. 1) Appl. author: Joseph B. Wells. © 12Ju; KK99477.

Dairy Queen. This at will tempt your taste, the queen's delicious butter pecan sundae. 320 Sims Street in the park (Whole milk & sweet cream frozen food) (In the Ellwood City ledger, Ellwood City, Pa., July 14, 1954, p. 2) Appl. author: Joseph B. Wells. © 14Jul54; KK100566.

Dairy Queen, a treat verb, the queen's banana split supreme. (Whole milk & sweet cream frozen food) (In the Holden press, Holden, Mo., June 3, 1954, p. 7) Appl. author: Joseph B. Wells. © 3Jun54; KK98844.

Dairy Queen, it's hereday, rich, red and ripe. The queen's fresh-frozen strawberry sundae. Across from Washington Park. (Whole milk & sweet cream frozen food) (In the Cheboygan daily tribune, Cheboygan, Mich., June 9, 1954, p. 3) Appl. author: Joseph B. Wells. © 9Jun54; KK98841.

Dairy Queen, stop today revel in the queen's creation. conut isle sundae. 994 East Street. (Whole milk & set cream frozen food) (In the ly stand-

ard, Celina, Ohio, July 23, 1954, p. 12) Appl. author: Joseph B. Wells. © 23Jul54; KK99076.

Dairy Queen, take a tip, take home a treat, the queen's home pak. South Walnut Street next to Eagles Lodge. (Whole milk & sweet cream frozen food) (In the Daily news-journal, Wilmington, Ohio, June 24, 1954, p. 14) Appl. author: Joseph B. Wells. © 24Jun54; KK98842.

Dairy Queen, the cone with the curl on top. 157 So. Robinson Ave. (Whole milk and sweet-cream frozen food) (In the Newburgh news, Newburgh, N. Y., June 26, 1954, p. 9) Appl. author: Joseph B. Wells. © 26Jun54; KK99000.

Dairy Queen, the queen's fresh frozen strawberry sundae. In Ravenna, 221 S. Prospect, in Kent, W. Main Ext. (Whole milk & sweet cream frozen food) (In the Evening record, Ravenna-Kent, Ohio, June 4, 1954, p. 9) Appl. author: Joseph B. Wells. © 4Jun54; KK98218.

Dairy Queen, yum, yum, the queen's fresh frozen peach sundae. 608 W. Main. (Whole milk & sweet cream frozen food) (In the Peru tribune, Peru, Ind., June 4, 1954, p. 7) Appl. author: Joseph B. Wells. © 4Jun54; KK98843.

Flavor at its finest. (Whole milk & sweet cream frozen food) (In the Saturday evening post, July 24, 1954, p. 6) Appl. author: W. J. Henderson. © 21Jul54; KK98679.

For easy to fix desserts at home. (Whole milk & sweet cream frozen food) (In the Wichita eagle, Wichita, Kan., May 21, 1954, p. 7A) Appl. author: Joseph B. Wells. © 21May54; KK98237.

Fresh from the freezer when flavor is at its fullest. Dairy Queen sundaes. (Whole milk & sweet cream frozen food) (In the Wichita eagle, Wichita, Kan., May 19, 1954, p. 3A) Appl. author: Joseph B. Wells. © 19May54; KK98236.

Fresh from the freezer when flavor is at its fullest. 1218 North Main. (Whole milk & sweet cream frozen food) (In the Benton evening news, Benton, Ill., Aug. 10, 1954, p. 6) Appl. author: Joseph B. Wells. © 10Aug54; KK99888.

Friday, Saturday, Sunday, buy any flavor Dairy Queen sundae and get the same size sundae, any flavor for only 5¢. Top E. Main Hill. (Whole milk & sweet cream frozen food) (In the Lawrence chieftain, Mt. Vernon, Mo., Sept. 23, 1954, p. 6) Appl. author: Joseph B. Wells. © 23Sep54; KK101185.

Join us in celebrating the queen's 14th birthday. Corner U. S. 6 and Road 3. (Whole milk & sweet cream frozen food) (In the Kendallville news-sun, Kendallville, Ind., May 19, 1954, p. 6) Appl. author: Joseph B. Wells. © 19May54; KK98239.

Join us in celebrating the queen's 14th birthday. Top E. Main St. Hill. (Whole milk & sweet cream frozen food) (In the Barnesville enterprise, Barnesville, Ohio, May 27, 1954, p. 6) Appl. author: Joseph B. Wells. © 27May54; KK98238.

Malts and shakes supreme. (Whole milk & sweet cream frozen food) (In the Saturday evening post, Aug. 21, 1954, p. 103) Appl. author: W. J. Henderson. © 18Aug54; KK99717.

Malts, shakes, the world's smoothest, richest. 111 S. 1st Ave., 1624 S. 1st St., 801 Yakima Ave. (Whole milk & set cream frozen food) (In the kima daily republic, Yakima, Wash. Aug. 16, 1954, p. 13) Appl. author: Joseph B. Wells. © 16Aug; KK99370.

Open Thursday May 20. Enjoy a taste of spring. East edge of Erie Center on 64. (Whole milk & sweet cream frozen food) (In the Bagley gazette, Bagley, Iowa, May 20, 1954, p. 6) Appl. author: Joseph B. Wells. © 20May54; KK98571.

Quarts, pints, half gallons, or easy to fix desserts at home. 1102 Park Ave. (Whole milk sweet cream frozen food) (In the Orange leader, Orange, Tex. July 30, 1954, p. 3) Appl. author: Joseph B. Wells. © 30Jul54; KK99887.

Saturday only, September 25. Any flavor Dairy Queen sundae and get the same size sundae, any flavor for only 5¢. Highway 16nd Market. (Whole milk & sweet cream frozen food) (In the Barnesville enterprise, Barnesville, Ohio, Oct. 23, 1954, p. 3) Appl. author: Joseph B. Wells. © 23Sep54; KK101184.

A tribute to free enterprise, your own local Dairy Queen store. 3229 Geo. Washington Blvd. ... (Whole milk & sweet cream frozen food) (In the Wichita eagle, Wichita, Kan., May 15, 1954, p. 4A) Appl. author: Joseph B. Wells. © 15May54; KK98220.

DAIRYMEN'S LEAGUE CO-OPERATIVE ASSOCIATION, INC. © Dairy Lea ice cream sandwich. Net contents ice cream, 3 fl. oz. bel. © 28Jun54; KK100088.

DALLAS IRON AND WIRE WORKS, INC. © American Beauty ornamental iron. Mat service catalog. Sheet. Appl. author: Leighton Garland Dotson. © 10Dec54; KK102483.

Catalog parts; American Beauty ornamental iron. Packaged railings and columns. Sheet. Appl. author: Leighton Garland Dotson. © 22Oct54; KK101161.

How to install American Beauty ornamental iron. Packaged railings and columns. Sheet. Appl. author: Leighton Garland Dotson. © 22Oct54; KK101162.

Never before, a packaged ornamental iron at this low cost; American Beauty. Packaged railings & columns. Folder. Appl. author: Leighton Garland Dotson. © 22Oct54; KK101163.

DAMRAU, GERTRUDE S. © This circular illustrates the Baumgartner system of producing monogram borders. Sheet. Appl. author: Clarence Mueller. © 17Nov54; KK102553.

DANA PERFUMES, INC. © Treasured gifts for Christmas. (In Holiday, Dec. 1954, p. 4 of cover) Appl. author: Ross Roy, inc. © 11Nov54; KK101577.

DANCE RECORDS, INC. © You as a teacher, are invited to join the Dance of the Month Club. (In Dance magazine, July 1954, p. 65) © 25Jun54; KK98943.

DAPRATO STATUARY COMPANY. Daprato art bulletin. Folder. Appl. author: Paul Rigali. © Daprato Statuary Co., parent firm of Daprato Studios. 245. © 1Aug54; KK99221. 246. © 1Oct54; KK100654.

DARTELL, NORMAN, d.b.a. DARTELL LABORATORIES. SEE Dartell Laboratories.

DARTELL LABORATORIES.

Dartrins, the complete vitamin & mineral formula with artrate concentrate. Net content 90 tablets. (Dietary food supplement) Label. © Norman Dartell, d.b.a. Dartell Laboratories; 23Sep54; KK100699.

Lipotrate, a dietary food supplement, providing lipotropic factors. Net contents 120 tablets. Label. © Norman Dartell, d.b.a. Dartell Laboratories; 9Jun54; KK98300.

Multi-Dartrate, multi-mineral formula, an excellent dietary food supplement. Net contents 120 tablets. Label. © Norman Dartell, d.b.a. Dartell Laboratories; 21May54; KK98298.

Multi-Dartrate multi-vitamin formula. Net contents 60 tablets. (Food supplement) Label. © Norman Dartell, d.b.a. Dartell Laboratories; 21May54; KK98299.

Multi-Dartrate, the no. 1 daily food supplement. Net contents 240 tablets. Label. © Norman Dartell, d.b.a. Dartell Laboratories; 21May54; KK98297.

DARTMOUTH MARKETING COMPANY, INC. © Dartmouth frozen fresh cauliflower. Net wt. 8 oz. Label. © 23Mar54; KK98087.

DAUGHTERS OF CHARITY OF SAINT VINCENT DE PAUL. ©

The Miraculous Medal story. The Immaculate Heart of Mary. Jacket for filmstrip & recordings (Phonograph record) Label. Appl. author: Philip E. Dion. © 15Feb54; KK98028.

DAVIDSON ENAMEL PRODUCTS, INC. ©

More effective, more economical planning construction maintenance, with Davidson architectural porcelain. Folder. Appl. author: The Lee Donnelley Co. © 12Oct54; KK100937.

DAVIS BORING TOOL DIVISION OF GIDDINGS AND LEWIS MACHINE TOOL COMPANY. SEE Giddings and Lewis Machine Tool Company.

DAY-BRITE LIGHTING, INC. ©

Day-Brite CFI industrial [fluorescent] lighting equipment. Illustrated buyers' guide no. 30-C-5, for contractors. 4 p. Appl. author: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 15Oct54; KK100980.

Day-Brite CFI industrial [fluorescent] lighting equipment. Illustrated buyers' guide no. 30-D-5, for distributors. 4 p. Appl. author: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 15Oct54; KK100981.

Day-Brite CFI-10 ... [fluorescent] lighting industrial fixtures, for three 8-foot Slimline lamps. Section 30, sheet 2-A. Appl. author: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 30Sep54; KK100983.

Day-Brite CFI-10 ... [fluorescent] lighting industrial fixtures, for three 4-foot Rapid-Start lamps. Section 30, sheet 5. Appl. author: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 30Sep54; KK100985.

Day-Brite CFI-10 ... [fluorescent] lighting industrial fixtures, for two 8-foot Slimline lamps. Section 30, sheet 1-A. Appl. au-

thor: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 30Sep54; KK100982.

Day-Brite CFI-10 ... [fluorescent] lighting industrial fixtures, for two 4-foot Rapid-Start lamps. Section 30, sheet 4. Appl. author: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 30Sep54; KK100984.

Day-Brite CFI-25 ... [fluorescent] lighting industrial fixtures, for two 8-foot Slimline lamps. Section 30, sheet 9. Appl. author: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 30Sep54; KK100986.

Day-Brite CFI-25 ... [fluorescent] lighting industrial fixtures, for two 4-foot Rapid-Start lamps. Section 30, sheet 10. Appl. author: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 30Sep54; KK100987.

Day-Brite CFI-25L ... [fluorescent] lighting louvered industrial fixtures, for two 8-foot Slimline lamps. Section 30, sheet 14. Appl. author: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 30Sep54; KK100988.

Day-Brite CFI-25L ... [fluorescent] lighting louvered industrial fixtures, for two 4-foot Rapid-Start lamps. Section 30, sheet 15. Appl. author: Day-Brite Lighting, inc., employee for hire of L. J. Rozier. © 30Sep54; KK100989.

DAYTON RUBBER COMPANY. ©

It's Koof foam for air-conditioned luxury. (Pillows & seat cushions) (In House beautiful, Oct. 1954, p. 3 of cover) Appl. author: Norman D. Waters & Associates, inc. © 25Sep54; KK100092.

There's more than meets the eye. Night and day, it's Koof foam for air-conditioned comfort. (Pillows & seat cushions) (In House beautiful, Sept. 1954, p. 8) Appl. author: Norman D. Waters & Associates, inc. © 1Sep54; KK99481.

DAZOR MANUFACTURING CORPORATION. ©

Catalog supplement for authorized distributor use only. Prices effective October 1, 1954. Adjustable arm air-cooled incandescent lamp. Form 761-B. Sheet. © 15Oct54; KK100939.

Catalog supplement for authorized distributor use only. Prices effective Oct. 1, 1954. Air-cooled hospital lamp. Form 761-C. Sheet. © 27Oct54; KK101111.

Catalog supplement for authorized distributor use only. Prices effective October 1, 1954. Flexible arm fluorescent desk lamp. Form 761-A. Sheet. © 10Oct54; KK100938.

A cheerful aid for patient and staff. Dazor air-cooled hospital lamp with auxiliary electrical outlet. Form 813. Sheet. © 27Oct54; KK101112.

New Dazor flexible arm fluorescent desk lamp. Form 811. Sheet. © 10Oct54; KK100940.

Precision jobs are the profit jobs, keep them moving with individually fitted Dazor lighting. Form 809. (Fluorescent lamps) Folder. © 26Aug54; KK99600.

A standout for machine lighting. New adjustable-arm air-cooled Dazor lamp. Form 812. Sheet. © 13Oct54; KK100941.

To improve office output, start here with individually fitted Dazor lighting. Form 810. (Fluorescent lamps) Folder. © 26Aug54; KK99599.

DAZZO PRODUCTS, INC. ©

Loading dock shelters. Model FC77RGRV, FC67RV ... Metal freight car door rain gutters. [Catalogue] 12 p. Appl. author: Errol P. D'Azzo. © 23Feb54; KK97830.

DE CHRISTOPHER, EUGENE, d.b.a. CHRIS STUDIO PRODUCTIONS. SEE Chris Studio Productions.

DEE DEE ENTERPRISES.

Feltorama; make it yourself. New 3-D craft in felt. Label. Appl. author: Dorothy June Phillips Deam. © Alfred Earl Phillips, d.b.a. Dee Dee Enterprises; 16Aug54; KK100928.

DEEFPREEZE APPLIANCE DIVISION, MOTOR PRODUCTS CORPORATION. SEE Motor Products Corporation.

DEEFPREEZE HOME APPLIANCES. ©

A Deepfreeze Upright freezer saves you work and money. (In the Progressive farmer, Aug. 1954, p. 69) Appl. author: Rhoades V. Newbell. © 15Jul54; KK98614.

On the land, in the air, in the sea, get your game and keep it all, in a genuine Deepfreeze home freezer. (In Sports afield, Oct. 1953, p. 16) Appl. author: Rhoades V. Newbell. © 25Sep53; KK101386.

Save money, live better with a Deepfreeze home freezer. (In the Progressive farmer, July 1954, p. 67) Appl. author: Rhoades V. Newbell. © 15Jun54; KK98638.

DE LAVAL STEAM TURBINE COMPANY. ©

De Laval crown couplings. Bulletin 2203. Folder. Appl. author: Jess H. Cloud. © 29Jun54; KK99049.

Para una economía a largo plazo para un servicio seguro, especifique productos De Laval para la industria. Boletín no. 102. (Pumps & compressors) Folder. Appl. author: Jess H. Cloud. © 18Jun54; KK99048.

DELAWARE PUNCH COMPANY OF AMERICA. ©

Celebrating our 40th anniversary. (Soft drink) Pamphlet. Appl. author: Erle Racey & Associates. © 16Jul54; KK100637.

DELCO-REMY DIVISION, GENERAL MOTORS CORPORATION. SEE General Motors Corporation.

DEMING, ROY, sole owner, DEMING PRODUCTS CO. SEE Deming Products Company.

DEMING PRODUCTS COMPANY.

Bomber Mission, an exciting [card] game of skill and fun. Label. © Roy Deming, sole owner, Deming Products Co.; 21Jul54; KK99053.

DE MOULIN BROTHERS AND COMPANY. ©

Uniforms by De Moulin Bros. & Co., Greenville, Illinois. Catalog 472. 48 p. Appl. author: Roscoe T. Davis. © 23Aug54; KK102557.

DENISON CORPORATION. ©

Denison aluminum awning windows. Folder. Appl. author: Edward Lewis Denison. © 31May54; KK97914.

Denison jealousies. Only Denison jealousies offer all these quality features. Folder. Appl. author: Edward L. Denison. © 16Dec54; KK102778.

Denison jealousies. The window of tomorrow. Folder. Appl. author: Edward L. Denison. © 5Nov54; KK102777.

DE NUNZIO, GENE. ©
Introducing Danny Blaze, firefighter.
(Comic strip features) Sheet.
© 1Nov54; KK102694.

DERMAL RESEARCH SERVICE BUREAU. ©
Dermal research topics. Service
bulletin no. 30. Dec. 1954.
(Soap) Appl. author: Norman F.
Allemeier. © 6Dec54; KK102424.

DE ROBINSON, EVA MARIA G. ©
Conversacion el arte de hablar.
Series 1. (Phonograph record)
Label. © 15Dec54; KK102803.

DESERT TAN, INC. ©
It may be mink in the winter, but
it's Desert Tan in the summer.
Endorsed by Jane Russell.
(Cosmetics) (In Life, June 7,
1954, p. 174) Appl. author: Ab-
bott Kimball Co., inc. © 4Jun54;
KK97793.

DETROIT STEEL CORPORATION.
Blindman's buff is no way to fill
your orders for sheet and strip
steel. (In Detroit purchaser,
Dec. 1954, p. 5) Appl. author:
Simons-Michelson Co. © Detroit
Steel Corp., d.b.a. Detroit
Steel; 10Dec54; KK102498.
Call your nearest DSC customer rep-
resentative. Use sheet or strip
steel? (In Detroit purchaser,
Aug. 1954, p. 27) Appl. author:
Simons-Michelson Co. © Detroit
Steel Corp., d.b.a. Detroit Steel;
10Aug54; KK99373.
How to get the most out of ready-
made sheet and strip. (In Detroit
purchaser, Nov. 1954, p. 14)
Appl. author: Simons-Michelson Co.
© Detroit Steel Corp., d.b.a. De-
troit Steel; 10Nov54; KK101819.
Leading Connecticut steel user singles
out Detroit Steel for exceptional
performance. (In New England pur-
chaser, July 1954, p. 8) Appl.
author: Simons-Michelson Co.
© Detroit Steel Corp., d.b.a. De-
troit Steel; 5Jul54; KK98549.
Use warehouse sheet or strip?
What's your job? (In Detroit pur-
chaser, Sept. 1954, p. 10) Appl.
author: Simons-Michelson Co.
© Detroit Steel Corp., d.b.a. De-
troit Steel; 10Sep54; KK99898.
Using sheet or strip steel? Really,
you don't need an emergency to
profit from Reliance job-fitting
service. (In Detroit purchaser,
July 1954, p. 26) Appl. author:
Simons-Michelson Co. © Detroit
Steel Corp., d.b.a. Detroit Steel;
10Jul54; KK98550.
We have 2 plants to supply your
heavy gauge cold rolled low carbon
steel strip, and flat cold rolled
high carbon spring steel. (In New
England purchaser, Oct. 1954, p.
4) Appl. author: Simons-Michelson
Co. © Detroit Steel Corp.,
d.b.a. Detroit Steel; 15Oct54;
KK101198.

DIAMOND K MEATS. ©
Packer's outlet. The Amana plan.
Catalog sheet. © 8Nov54;
KK102173.

DILLINGHAM, FLEMON ELBERT. ©
Dilly's compound for athletes foot
and jungle rot. Label.
© 30Sep54; KK102005.

DI MAIO, EMANUEL SALVATORE. ©
Lay-away and credit plan. (Tailored
& ready made suits) Sheet.
© 30Jul54; KK98932.

DINAS (A. K.) AND SONS.
Dinas delicious sauce for salads,
cold meats, sea foods. Net weight
6 fluid ounces. Label. Appl.

author: A. K. Dinas. © A. K.
Dinas, Johnny Dinas, Theodore
Dinas & Constantine Dinas, t.a.
A. K. Dinas & Sons; 15Oct54;
KK101350.

DINAS, A. K., JOHNNY DINAS, THEODORE
DINAS AND CONSTANTINE DINAS, t.a.
A. K. DINAS AND SONS. SEE Dinas
(A. K.) and Sons.

DINAS, CONSTANTINE, A. K. DINAS,
JOHNNY DINAS, AND THEODORE DINAS,
t.a. A. K. DINAS AND SONS. SEE
Dinas (A. K.) and Sons.

DINAS, JOHNNY, A. K. DINAS, THEODORE
DINAS, AND CONSTANTINE DINAS, t.a.
A. K. DINAS AND SONS. SEE Dinas
(A. K.) and Sons.

DINAS, THEODORE, A. K. DINAS, JOHNNY
DINAS, AND CONSTANTINE DINAS, t.a.
A. K. DINAS AND SONS. SEE Dinas
(A. K.) and Sons.

DI PRIMA, JACK G. ©
Grand Royal [wine] Contents 1 pt.
8 fl. oz. Label. © 1Jul54;
KK97908.

DISABLED AMERICAN VETERANS, INC. ©
D.A.V. Identio-Grams. Mailing leaf-
let & coupon. © 15Dec53;
KK102586.
The new D. A. V. three-way key clip.
[Mailing leaflet & coupon] Sheet.
© 26Nov54; KK102585.
Now the D. A. V. offers you this
novel new pull apart key holder.
[Mailing leaflet & coupon] Sheet.
© 26Nov54; KK102583.
Stop fires before they spread, with
the D. A. V. Identio-Douser emer-
gency fire extinguisher. [Mailing
leaflet & coupon] Sheet.
© 26Nov54; KK102584.

DISNEY (WALT) PRODUCTIONS. ©
Peter Pan, a game of adventure.
Label. © 5Feb53; KK99056.
Peter Pan Never Land. [Playing
board] (Game) Label. © 5Feb53;
KK99057.

DIXIE ADVERTISERS, INC. ©
Air VU buck; here's how Air-Vu-auc-
tion works. (Advertising & promo-
tion) Label. © 15Nov54;
KK101714.

DIXON, RACHEL TAFT.
Puz'l Lotto; animals. SEE Platt and
Munk Company, inc.
Puz'l Lotto; objects. SEE Platt and
Munk Company, inc.
Puz'l Lotto; things that go. SEE
Platt and Munk Company, inc.

DO-ALL WOOD PLATING PRODUCTS.
Do-All Woodplating. Clear dull no.
30. U. S. measure 1 quart. La-
bel. © Samuel Wm. Evans, d.b.a.
Do-All Wood Plating Products;
1Apr54; KK102327.

DOANE AGRICULTURAL SERVICE, INC. ©
Doane designed farm buildings.
Supplementary pages. Sheets.
Appl. author: Bernon George Perk-
ins. © 29Jun54; KK97922.
The Doane hog system booklet. Doane
farm buildings, designed to reduce
cost, time, labor. Sheets.
Appl. author: George Bernon Perk-
ins. © 29Jun54; KK97921.

DODGE CORK COMPANY, INC. ©
Vinyl-Cork tile; Dodge standard
cork [floor] tile. Catalog no.
55. 7 p. Appl. author: Foltz-
Wessinger, inc. © 11Oct54;
KK100921.

DOLCIN CORPORATION. ©
Safe, tested medication works fast
to stop rheumatic & arthritic
pains. (In Daily news, New York,

Nov. 30, 1954, p. 41) Appl. au-
thor: Victor van der Linde Co.
© 5Nov54; KK102346.

DOMORE CHAIR COMPANY, INC. ©
Build your body as you sit. Folder.
Appl. author: Juhl Advertising
Agency © 23Jun54; KK99328.

DONAHUE SLES CORPORATION. ©
Bigges traffic-builder in the big-
ges traffic department, is the
one-and-only Talon zipper. (In
Notion & novelty review, Sept.
194, p. 44B-44C) Appl. author:
McCann Erickson, inc. © 7Sep54;
KK100396.
Keep your notions business hot this
fall. Talon zippers. (In Variety
store merchandiser, July 1954, p.
16-17) Appl. author: McCann
Erickson, inc. © 1Jul54; KK98651.
Talon adjustable closure. Walnut.
[Package] Label. © 14Jul54;
KK99482.
Woman's home companion chooses Talon
slide-fit [zipper], the new ad-
justable closure, for its October
editorial sewing feature. (In No-
tion & novelty review, Oct. 1954,
p. 10-11) Appl. author: McCann
Erickson, inc. © 25Sep54;
KK100397.

DORMIN, INC. ©
Dormin brand methapyrilene hydro-
chloride, an aid for relief of in-
somnia. Contents 12 capsules.
(Medicine) Label. Appl. author:
Wm. P. Morrison. © 11Oct54;
KK100807.

DORSAY PRODUCTS. ©
Earring comfort pads. De luxe all-
service set EarringGrips for screw
or clip earrings. Label. Appl.
author: Marcelle Dorsay.
© 30Jul54; KK100037.
Here's the new cigarette case story.
Kanga-Rette, holds the full ciga-
rette pack, with pocket for the
lighter. Sheet. Appl. author:
Marcelle Dorsay. © 2Sep54;
KK100035.
Stop eye glasses from sliding down,
attach Ear Loks to hold frames
tight. Label. Appl. author:
Marcelle Dorsay. © 23Aug54;
KK100036.
Use these extra free pairs of Ear-
ringGrips for demonstration.
Sheet. Appl. author: Marcelle
Dorsay. © 30Jul54; KK100038.
The women all say, it's a pleasure
to wear earrings with EarringGrips.
Folder. Appl. author: Marcelle
Dorsay. © 30Jul54; KK100039.

DOUBLEDAY AND COMPANY, INC. ©
Christmas tree apron. 60 inches.
Label. Appl. author: Doubleday
& Co., inc., employer for hire of
Robert Banker. © 11Nov54;
KK101622.

DOUGLAS FIR PLYWOOD ASSOCIATION. ©
Fir plywood do-it-yourself plans.
Christmas decorations for your
home. Folder. Appl. author:
Walter D. Widmeyer. © 29Sep54;
KK101451.
Fir plywood do-it-yourself plans.
Christmas gifts, toys. Folder.
Appl. author: Walter D. Widmeyer.
© 29Sep54; KK101450.
Fir plywood do-it-yourself plans.
Lifesize Nativity scene. Folder.
Appl. author: Walter D. Widmeyer.
© 29Sep54; KK101452.

DOVBERG, IKE, & MAURICE S. DOVBERG,
composing the partnership, UNITED
STATES PASTE COMPANY. SEE United
States Paste Company.

DOVBERG, MAURICE S., & IKE DOVBERG, composing the partnership, UNITED STATES PASTE COMPANY. SEE United States Paste Company.

DREXEL FURNITURE COMPANY. ©

It's Drexel-time U. S. A. [Living room & boy's bedroom] (In Better homes & gardens, Oct. 1954, p. 145) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, inc. © 24Sep54; KK100580.

It's Drexel-time U. S. A. [Touraine dining room & bedroom ensembles] (In Bride's magazine, winter 1954, p. 145) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, inc. © 15Oct54; KK100624.

It's Drexel-time U. S. A. [Travis Court dining room & bedroom ensembles] (In Ladies' home journal, Oct. 1954, p. 121) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, inc. © 29Sep54; KK99512.

DRINK A BANANA, INC. ©

Upon surrender of this card, the bearer is entitled to one free Drink A Banana. Appl. author: Copley Advertising Agency, inc. © 24Sep54; KK100224.

DRUG RESEARCH CORPORATION. ©

Revolutionary new formula acts fast. Back at work nurse praises Sustamin 2-12. No. 3. (Arthritic remedy) (In New York world telegram and the sun, Nov. 4, 1954, p. 12) Appl. author: Dowd, Redfield & Johnstone, inc. © 4Nov54; KK101580.

Revolutionary new formula acts fast. Mail orders filled promptly. Sustamin 2-12. No. 2. (Arthritic remedy) (In Daily news, New York, Nov. 9, 1954, p. 21) Appl. author: Dowd, Redfield & Johnstone, inc. © 9Nov54; KK101579.

Revolutionary new formula acts fast. Sustamin 2-12. No. 4. (Arthritic remedy) (In Boston evening American, Oct. 26, 1954, p. 20) Appl. author: Dowd, Redfield & Johnstone, inc. © 26Oct54; KK101581.

Revolutionary new formula acts fast. Thousands of sufferers of arthritis pain may have reason to cheer today ... Sustamin 2-12. No. 1. (In the Cleveland press, Nov. 3, 1954, p. 23) Appl. author: Dowd, Redfield & Johnstone, inc. © 3Nov54; KK101578.

DRUID HILL PARK SEED CORPORATION. ©

The perennial grass seed blend containing seed that actually gives nitrogen to your lawn. Independence Hall. (In the Philadelphia bulletin) Appl. author: Benjamin Solomon Goldberg. © 19Sep54; KK101001.

DUBONNET CORPORATION. ©

Dubonnet [wine] made to order for summer. (In the New Yorker, June 19, 1954) Appl. author: Wm. H. Weintraub Co., inc. © 19Jun54; KK98506.

DUNAWAY (JUDSON) CORPORATION. SEE
Judson Dunaway Corporation.

DUNCAN (DONALD F.) INC. ©

Pony Boy Yo-Yo spinning tops. 4 dozen ... tops. Label. © 3Sep54; KK99839.

DUNCAN COFFEE COMPANY. ©

Join our anniversary celebration. Duncan's Maryland Club coffee. (In the Houston post, Houston, Tex., Sept. 1, 1954, p. 6) Appl. author: Tracy-Locke Co., inc., of Houston. © 1Sep54; KK99693.

Now, the world's richest flavor in instant coffee is yours. Duncan's Maryland Club. (In the Houston press, Houston, Tex., June 7, 1954, p. 14) Appl. author: Tracy-Locke Co., inc., of Texas. © 7Jun54; KK99423.

The world's richest flavor in coffee. Duncan's Maryland Club. (In the Houston chronicle, Houston, Tex., July 1, 1954, p. 6) Appl. author: Tracy-Locke Co., inc., of Texas. © 1Jul54; KK99420.

The world's richest flavor in instant coffee. Duncan's Maryland Club. (In the Houston chronicle, Houston, Tex., Sept. 28, 1954, p. 4) Appl. author: Tracy-Locke Co., inc., of Houston. © 28Sep54; KK100450.

The world's richest flavor in instant coffee is now yours in instant Maryland Club. Acclaimed by coffee-lovers everywhere. (In the Houston press, Houston, Tex., July 15, 1954, p. 20) Appl. author: Tracy-Locke Co., inc., of Houston. © 15Jul54; KK99478.

The world's richest flavor in instant coffee is now yours in instant Maryland Club. Compare Maryland Club with any other instant coffee. (In the Houston press, Houston, Tex., July 1, 1954, p. 20) Appl. author: Tracy-Locke Co., inc., of Houston. © 1Jul54; KK99469.

DUNKERLEY, WILLIAM J., owner, CHRISTIAN TOY COMPANY. SEE Christian Toy Company.

DUO THERM DIVISION, MOTOR WHEEL CORPORATION. SEE Motor Wheel Corporation.

DU PONT DE NEMOURS (E. I.) AND COMPANY, INC. ©

Lone survivor. Du Pont explosives and sporting powders. FDSB-422955. Calendar. Appl. author: Niagara Lithograph Co. © 1Oct54; KK100614.

DUPUY, CHARLES. ©

Lan-D-Bar lanolized soapless detergent. (Personal cleanser) Label. © 10Nov54; KK102341.

Lanolin-Foam beauty sponge, for a youthful, alluring, lovely skin. Label. © 10Sep54; KK102340.

DURAFLEX CORPORATION. ©

How to modernize and beautify your bathroom; with Flexidoor sliding double door tub enclosure. Folder. Appl. author: Julian Gross. © 1Sep54; KK101332.

DURKEE FAMOUS FOODS. ©

Coconut party treats. Durkee's coconut, Durkee's flavoring extracts. (In Life, Nov. 8, 1954, p. 122) Appl. author: Meldrum & Fewsmith, inc. © 5Nov54; KK101415.

DURO-TEST CORPORATION. ©

The Duro-Test package industrial. (Fluorescent fixture) Sheet. Appl. author: Roland W. Tiemann. © 23Feb54; KK100043.

Duro-Test Plasticliner. Executive model 371. (Fluorescent fixture) Sheet. Appl. author: Roland W. Tiemann. © 15Jul54; KK100047.

Duro-Test Plasticliner. Model 373-4, model 373-6, model 372-4, model 372-6. (Fluorescent fixture) Sheet. Appl. author: Roland W. Tiemann. © 15Jul54; KK100046.

Duro-Test Plasticliner. Model 375-4, model 375-6, model 374-4, model 374-6. (Fluorescent fixture) Sheet. Appl. author:

Roland W. Tiemann. © 15Jul54; KK100045.

Economy-minded? Install Duro-Test 2500 hour deluxe indirect [incandescent] lamps. Sheet. Appl. author: Roland W. Tiemann.

© 17Feb54; KK100044.

The employees like these new Duro-Test [fluorescent] fixtures. Folder. Appl. author: Roland W. Tiemann. © 11Jun54; KK100042.

DYE MASTERS, INC. ©

Kleen-Knit, the modern cold water washing miracle for all knitted garments. Net contents 1 lb. Label. © 10Sep54; KK100026.

E

E-Z PRODUCTS.

Babeez combination all rubber teether-pacifier. Label. Appl. author: Donald M. Steckler. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 30Jun54; KK99215.

EARLY TIMES DISTILLERY COMPANY. ©

It's the whisky in the bottle that keeps Early Times on top. (In Life, Oct. 11, 1954, p. 44) Appl. author: Ruthrauff & Ryan. © 11Oct54; KK100990.

EASTERN CORPORATION. ©

Golf at its greatest. All-time great masters of the links ... by Grantland Rice. Atlantic Bond, fine papers for business. Sheet. Appl. author: Thomas R. Covey. © 26Jul54; KK99607.

Great moments in baseball; all-time champions of the American game as chosen by Grantland Rice. Atlantic Bond, fine papers for business. Sheet. Appl. author: Thomas R. Covey. © 28Jun54; KK98325.

EASTERN INDUSTRIES, INC. ©

Electro-Matic auxiliary [traffic] equipment. Bulletin A-100. Sheet. © 6Aug54; KK99756.

Electro-Matic cabinets, types D, L & M. Bulletin B-111. (Traffic equipment) Sheet. © 6Aug54; KK99760.

Electro-Matic cycle & offset selector system. Bulletin E-221. (Traffic equipment) Folder. © 6Aug54; KK99761.

Electro-Matic magnetic vehicle detector. Model MCH. Bulletin D-153. Sheet. © 6Aug54; KK99757.

Electro-Matic magnetic vehicle detector. Model MK. Bulletin D-152. Sheet. © 6Aug54; KK99758.

Electro-Matic minor movement controller. Model MM-2. Electro-Matic pedestrian interval timer. Model PT-1. Bulletin C-117. (Traffic equipment) Sheet. © 6Aug54; KK99763.

Electro-Matic multi-phase full-actuated controller. Model 922. Bulletin C-113. (Traffic equipment) Sheet. © 6Aug54; KK99766.

Electro-Matic PX controller, pedestrian actuated. Model 502DA. Bulletin C-101. (Traffic equipment) Sheet. © 6Aug54; KK99774.

Electro-Matic pressure sensitive vehicle detectors. Model HR & HRD. Bulletin D-151. Sheet. © 6Aug54; KK99759.

Electro-Matic radar speed meter. Model S-2. Bulletin R-102. (Traffic equipment) Folder. © 6Aug54; KK100422.

Electro-Matic speed controllers. Model S-30 & S-35. Bulletin C-118. (Traffic equipment) Sheet. © 6Aug54; KK99762.

EASTERN INDUSTRIES, INC. Cont'd.
Electro-Matic three-phase full-actuated controller. Model 826D. Bulletin C-112. (Traffic equipment) Sheet. © 6Aug54; KK99767.
Electro-Matic three-phase volume-density controller. Model 1033. Bulletin C-115. (Traffic equipment) Sheet. © 6Aug54; KK99764.
Electro Matic two-phase full-actuated controller, with all red clearance intervals. Model 804T. Bulletin C-105. (Traffic equipment) Sheet. © 6Aug54; KK99771.
Electro-Matic two-phase full-actuated controller, with exclusive pedestrian-actuated phase. Model 825DN. Bulletin C-110. (Traffic equipment) Sheet. © 6Aug54; KK99768.
Electro-Matic two-phase full-actuated controller, with speed control features. Model 812. Bulletin C-106. (Traffic equipment) © 6Aug54; KK99770.
Electro-Matic two-phase full or semi-actuated controller. Model 804D. Bulletin C-104. (Traffic equipment) Sheet. © 6Aug54; KK99772.
Electro-Matic two-phase semi-vehicle-actuated controller, with exclusive pedestrian-actuated phase. Model 824DN. Bulletin C-108. (Traffic equipment) Sheet. © 6Aug54; KK99769.
Electro-Matic two-phase volume-density controller. Model 1022. Bulletin C-114. (Traffic equipment) Folder. © 6Aug54; KK99765.
Traff-O-Matic two-phase semi-actuated controller. Model 505A. Bulletin C-102. (Traffic equipment) Sheet. © 6Aug54; KK99773.

ECONOMIC INTELLIGENCE SERVICE, INC. ©
Announcing an important new source of foreign trade information. (Periodical) (In Foreign trade bulletin, pre-publication edition, cover) Appl. author: Claude Hodges. © 31Jul54; KK99636.

ECONOMICAL FROZEN FOODS, INC., AND DOROTHY WAHL, a copartnership of JIFFEE MEALS. SEE Jiffie Meals.

EDNALITE OPTICAL COMPANY, INC. ©
Chroma [optical glass filters] Folder. Appl. author: Alex J. Weinstein. © 9Aug54; KK99362.
ChromeHaze. For best results with your Ednalite Gold Heritage ChromeHaze [glass] filter. Folder. Appl. author: Alex J. Weinstein. © 9Aug54; KK99404.
Ednalite Gold Heritage color [glass] filters. Entirely new. Sheet. Appl. author: Alex J. Weinstein. © 9Aug54; KK99577.
Ednalite, the world's finest filters; one-piece solid optical glass. Ednalite color filter selector chart. Folder. Appl. author: Alex J. Weinstein. © 20Oct54; KK101106.
For color film, Ednalite Gold Heritage color [glass] filters. Label. Appl. author: Alex J. Weinstein. © Ednalite Optical Co., inc., a.k.a. Ednalite; 9Aug54; KK100842.
Memo from Ed. N. Lite. Ednalite Gold Heritage solid optical coated glass filters. Folder. Appl. author: Alex J. Weinstein. © 20Oct54; KK101123.
One of the many added advantages to this Ednalite Gold Heritage deal is ... more than one dispenser. (Glass filters) Sheet. Appl. author: Alex J. Weinstein. © 9Aug54; KK99403.

Only Ednalite certifies these facts, sell them. (Glass filters) Label. Appl. author: Alex J. Weinstein. © 7Aug54; KK99513.
Sparkling new Gold Heritage, 9 in 1 deal for you. (Optical glass filters) Sheet. Appl. author: Alex J. Weinstein. © 9Aug54; KK99363.
Warning, creative color control demands solid optical glass filters, exclusively Ednalite. (In Photography, Aug. 1954, p. 99) Appl. author: Alex J. Weinstein. © 27Jun54; KK99576.

EDUCATIONAL ASSOCIATES. ©
Directions for games played with Fun with Fractions. Sheets. Appl. author: John Zaccaria. © 10Dec54; KK102281.
Fun with Fractions, an entertaining, educational game for children. Label. Appl. author: John Zaccaria. © 10Dec54; KK102280.

EDY'S CHARACTER CANDIES, INC. ©
Children's fairyland. Label. © 27Aug54; KK99505.

EGIZIO, JOHN, AND JOSEPH EGIZIO, co-owners t.a. A-TREAT BOTTLING COMPANY. SEE A-Treat Bottling Company.

EGIZIO, JOSEPH, AND JOHN EGIZIO, co-owners t.a. A-TREAT BOTTLING COMPANY. SEE A-Treat Bottling Company.

ELAM MILLS, INC. ©
New, Elam's 3 in 1 [flour] mix. Stone ground whole wheat. 2 pounds net weight. Label. © 19Aug54; KK100157.

ELCO TOOL AND SCREW CORPORATION. ©
Elco aids for home and office. Folder. Appl. author: Walter Gustaf Larson. [Issue no. 7] © 27Jul54; KK99105.
[Issue no. 8] © 2Sep54; KK99647.
[Issue no. 9] © 24Sep54; KK100386.
[Issue no. 10] © 15Nov54; KK101770.
[Issue no. 11] © 9Dec54; KK102479.

ELECTRIC REGULATOR CORPORATION. ©
News currents. (In the Norwalk hour, Norwalk, Conn.) July 1954. © 20Jul54; KK99229.
Oct. 1954. © 19Oct54; KK101170.
Nov. 1954. © 16Nov54; KK101942.
Dec. 1954. © 21Dec54; KK102810.

ELECTROLUX CORPORATION. ©
Air power for a housewife? Sure, with the Electrolux [floor] polisher. Folder. © 28Jul54; KK99372.
Don't buy any [vacuum] cleaner until you see the new automatic Electrolux. Ask your Electrolux representative about the exclusive control dial. (In Ladies' home journal, May 1954, p. 36-37) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 28Apr54; KK97759.
Don't buy any [vacuum] cleaner until you see the new automatic Electrolux. Here is the most remarkable cleaning machine that ever came into a home. (In Woman's home companion, July 1954, p. 14-15) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 17Jun54; KK98884.
Don't buy any [vacuum] cleaner until you see the new automatic Electrolux. I would like to see the new Electrolux cleaner ... Card. © 6Oct54; KK100615.

Out pops the dirt, wrapped, sealed and sanitary. (Vacuum cleaner) (In Better homes & gardens, Sept. 1954, p. 36-37) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 24Aug54; KK101022.
Out pops the dirt, wrapped, sealed and sanitary. (Vacuum cleaner) (In the American home, Nov. 1954, p. 12-13) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19Oct54; KK102268.

ELGIN AMERICAN.
Elgin American dramatizes fashion elegance in a fabulous jewelled accessory collection. (Compacts & carryalls) (In Harper's bazaar, Nov. 1954, p. 94) Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 1Nov54; KK101613.
Elgin American monogramme fashion accessories. (Compacts, carryalls & similar articles) (In Fortune, Nov. 1954, p. 171) Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 26Oct54; KK101614.
For the young at heart, Elgin American musical compacts. (In the Saturday evening post, Dec. 11, 1954, p. 110) Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 8Dec54; KK102609.
Gay moments are gayer when you have an Elgin American carryall. (In Vogue, Nov. 15, 1954, p. 49) Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 15Nov54; KK101874.
You'll feel so well dressed. Elgin American sea-spun magic. (Simulated pearl ensemble) (In Seventeen, Aug. 1954, p. 83) Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 1Aug54; KK99187.

ELGIN NATIONAL WATCH COMPANY. ©
Find the perfect band for your watch on the Hadley wheel of fashion. (In Life, Apr. 13, 1953, p. 64) © 10Apr53; KK98229.
Give your graduate more than the time, give an Elgin. (In the Progressive farmer, Apr. 1954, p. 81) Appl. author: Young & Rubicam, inc. © 15Mar54; KK98562.

ELNA BRANDS, INC. ©
Elna halved unpeeled apricots, in light syrup. Contents 1 lb. 13 oz. Label. © 1Sep52; KK97903.
Elna whole kernel golden corn. Contents 1 lb. Label. © 13Apr54; KK97904.

ELNA SEWING MACHINE COMPANY, INC. ©
The portable csewing machines with the magic brain. Elna automatic. (In Better homes & gardens, Aug. 1954, p. 10) © 16Jul54; KK98475.

ELSASSER, DAVID N. ©
Tropical Trader, the basket man. (Handicraft items, headwear ...) Card. © 1Jun54; KK98548.

EMERY FOOD COMPANY. ©
Silver-Dale frozen fresh green and white, mixed sizes, butter beans. Net weight 10 oz. Label. © 27Nov54; KK102600.

EMMETT, JAMES. ©
Sunshine extra order signal. (Milk) Cards. © 15Feb53; KK98129.

EMPIRE EMERY CORPORATION. ©
Emerundum superior emery aggregate and grits. Bulletin no. 103. 11 p. Appl. author: Peter J. Bakanatch. © 17Sep54; KK100138.

EMPIRE NATIONAL BANK. ©

The Empire bank invites you to stop in. (Banking services) (In the Minnesota union advocate, Aug. 12, 1954, p. 2) Appl. author: John E. Gibson, Jr. © 12Aug54; KK100309.

ENGINE PRODUCTS MANUFACTURING COMPANY. ©

Improved lifetime oil filter. [Printed carton] Label. Appl. author: Ernest J. Newhouse. © 27Jul54; KK98688.

ENGLANDER, STANLEY I. ©

The Sirlain room. (Food) Folder. © 15Jun54; KK101834.

ENTERPRISE SALES COMPANY.

Letter of introduction & instruction. (Accounting record) Label. © Paul Alwyn Huckeba, d.b.a. Enterprise Sales Co.; 25Jun54; KK97833.

EPSTEIN, IRVING, d.b.a. FRENCH STEAK COMPANY. SEE French Steak Company.**EQUIPTO DIVISION OF AURORA EQUIPMENT COMPANY. SEE Aurora Equipment Company.****ESSO, INC. ©**

Hold back your speed, hold on to your life. (Petroleum products) 24 sheet poster. Appl. author: McCann-Erickson, inc. © 15May53; KK99236.

ESTATE OF JOSE S. AMARAL. SEE Amaral, Jose S., estate of.**ESTEE SLEEP SHOPS. ©**

Buy direct from the manufacturer. Only Estee gives you all three ... (Upholstered bedding equipment) © 30Sep54; KK100325.

Buy direct from the manufacturer. You buy for less-you get more for your money ... (Upholstered bedding equipment) (In Chicago sun-times, Oct. 21, 1954, p. 17) © 21Oct54; KK100970.

ESTERBROOK PEN COMPANY. ©

Choose the right point for the way you write, by number, for easier, more comfortable writing. Only Esterbrook gives you all these features. (In Life, Aug. 30, 1954, p. 62-63) Appl. author: John D. Wooster. © 27Aug54; KK100645.

Choose the right point for the way you write, by number. For your work at school and after. (Fountain pen) (In Senior scholastic, Oct. 6, 1954, p. 23) Appl. author: John D. Wooster. © 6Oct54; KK101766.

Choose the right point for the way you write, by number. Get new writing ease and comfort. Only Esterbrook, the world's most personal [fountain] pen ... (In the Saturday evening post, Aug. 21, 1954, p. 60) Appl. author: John D. Wooster. © 18Aug54; KK99902.

Choose the right point for the way you write, by number. Get new writing ease and comfort. Only the world's most personal friend ... (Fountain pens) (In the Saturday evening post, June 5, 1954, p. 98) Appl. author: John D. Wooster. © 2Jun54; KK99222.

Choose the right point for the way you write, by number. In all the world, only the Esterbrook fountain pen offers such a varied selection ... (In the Saturday evening post, Oct. 16, 1954, p. 95) Appl. author: John D. Wooster. © 13Oct54; KK101947.

The [fountain] pen that fills itself. Fountain-base automatically fills pen every time pen is returned to

socket. (In Business week, Aug. 14, 1954, p. 54) Appl. author: John D. Wooster. © 13Aug54; KK100120.

ESTES, JACK RUSSELL, d.b.a. SPRING WATER SAVER. SEE Spring Water Saver.

ESTO PUBLISHING COMPANY.

Madonnas of the Renaissance. SEE Thurston, Jane.

ETERNALOG. SEE Washington Publishing Company.

EVANS (ELISABETH) LEATHERS, INC. ©

For the smartest accessories and trimmings, use the new Elisabeth Evans Accent leather. (In Vogue pattern book, Dec.-Jan. 1954-55, p. 8) Appl. author: Bennett & Northrop, inc. © 23Oct54; KK101230.

Give your own creations the couturier touch of genuine leather, with new Elisabeth Evans Accent leather. (In Vogue pattern book, Oct.-Nov. 1954, p. 5) Appl. author: Bennett & Northrop, inc. © 8Sep54; KK99911.

Now at department stores, new Elisabeth Evans Accent leather. (In Vogue, Sept. 15, 1954, p. 65) Appl. author: Bennett & Northrop, inc. © 15Sep54; KK99910.

You can make all these gifts from the new Elisabeth Evans Accent leather. (In Good housekeeping, Nov. 1954, p. 263) Appl. author: Bennett & Northrop, inc. © 20Oct54; KK101157.

EVANS' (L. B.) SON COMPANY. ©

For the rest of his life, Evans hand turned slippers. (In Life, Dec. 6, 1954, p. 126) Appl. author: Bennett & Northrop, inc. © 2Dec54; KK102238.

For the rest of his life, Evans hand turned slippers. Cherokee Chief; Balboa Chief. (In Esquire, Dec. 1954, p. 200) Appl. author: Bennett & Northrop, inc. © 5Nov54; KK101435.

For the rest of his life, Evans hand turned slippers. Cherokee Opera. (In the Saturday evening post, Dec. 4, 1954, p. 141) Appl. author: Bennett & Northrop, inc. © 1Dec54; KK102050.

For the rest of his life, Evans hand turned slippers. Featherlyte; Radio-Tyme. (In Collier's, Dec. 10, 1954, p. 68) Appl. author: Bennett & Northrop, inc. © 24Nov54; KK101984.

Let's loaf impressively. Evans casuals. (Shoes) (In Esquire, Oct. 1954, p. 32) Appl. author: Bennett & Northrop, inc. © 2Sep54; KK99674.

EVANS, SAMUEL WM., d.b.a. DO-ALL WOOD PLATING PRODUCTS. SEE Do-All Wood Plating Products.

EVANS AND BRISEBOIS. ©

Ad-maker furniture advertising and promotion service. Appl. author: Leslie A. Brisebois. May 1954. © 1May54; KK98717.

June 1954. © 1Jun54; KK100472.

July 1954. © 1Jul54; KK100473.

Aug. 1954. © 1Aug54; KK101428.

Sept. 1954. © 1Sep54; KK101429.

Continental furniture advertising service. Appl. author: Leslie A. Brisebois.

May 1954. © 1May54; KK98716.

June 1954. © 1Jun54; KK100474.

July 1954. © 1Jul54; KK100475.

Aug. 1954. © 1Aug54; KK101426.

Sept. 1954. © 1Sep54; KK101425.

Drop everything, grab your hats and come a runnin. Ad prom. no. 80 cand; 80A. (House furnishings) Sheets. Appl. author: Leslie A. Brisebois. © 20Jul54; KK98718.

E and B furniture service. Appl. author: Leslie A. Brisebois. May 1954. © 1May54; KK98719.

June 1954. © 1Jun54; KK100468.

July 1954. © 1Jul54; KK100469.

Aug. 1954. © 1Aug54; KK101431.

Sept. 1954. © 1Sep54; KK101432.

The new Chainway advertising mat service for furniture stores. Appl. author: Leslie A. Brisebois. May 1954. © 1May54; KK98715.

June 1954. © 1Jun54; KK100470.

July 1954. © 1Jul54; KK100471.

Aug. 1954. © 1Aug54; KK101430.

Sept. 1954. © 1Sep54; KK101427.

EVENS-THOMPSON MANUFACTURING COMPANY. ©

Dip, Strip. (Plastic formulations & melting tanks) Sheet. Appl. author: Ernest A. Evens. © 15Sep54; KK101139.

The Plasto twins, Dip 'n' Strip. Evens electric melting tank, Plasto hermetic seal formulations. Blotter. Appl. author: Ernst A. Evens. © 25Sep54; KK100147.

EVERETT PIANO COMPANY, division of MERIDAN CORPORATION. SEE Meridan Corporation.

EVERITT HAT COMPANY. ©

They're Everitt originals for tots and teens. Folder. Appl. author: Roy G. Rom. © 25Jun54; KK97964.

EVERSHARP, INC. ©

All new, all automatic, Eversharp Hydro-magic razor; Schick injector. (In Star tribune, Terre Haute, Ind., Oct. 26, 1954, p. 15) Appl. author: The Blow Co., inc. © 26Oct54; KK101523.

Free, 98¢ Schick injector razor kit. (In Evening express, Portland, Me., Oct. 26, 1954, p. 19) Appl. author: The Blow Co., inc. © 26Oct54; KK101501.

Now give yourself a perfect shave every time. Schick injector. (In the Williamsport sun, Williamsport, Pa., Oct. 26, 1954, p. 13) Appl. author: The Blow Co., inc. © 26Oct54; KK101233.

This [fountain] pen burps before it drinks, but never afterwards. The new Eversharp Ventura. (In the Saturday evening post, May 15, 1954, p. 144) Appl. author: The Blow Co., inc. © 15May54; KK97805.

We'll pay you \$1.00 to buy and try this all-new, all-automatic Eversharp Hydro-magic razor. (In Star gazette, Elmira, N. Y., Oct. 26, 1954, p. 20) Appl. author: The Blow Co., inc. © 26Oct54; KK101521.

EVERSON MANUFACTURING CORPORATION. ©

Sterelator by Everson. 2700 automatic proportioning with chlorine flow recorder. Index no. 2700, p. 1. (Water & sewage treatment) Sheet. Appl. author: Roy Blair Everson. © 1Nov52; KK98390.

Sterelators by Everson. Rota-meter series 1900. Chlorine gas control equipment. Bulletin no. 3020-D. (Water & sewage treatment) Sheet. Appl. author: Roy Blair Everson. © 8Apr54; KK98389.

EVIS MANUFACTURING COMPANY. ©

New catalytic correction adds extra-goodness to your entire water supply. (Water conditioner) (In

- EVIS MANUFACTURING COMPANY. Cont'd.
Capper's farmer, June 1953, p. 70)
Appl. author: Eugene W. Shafer.
© 11May53; KK100207.
- EXCELSIOR ACCORDIONS, INC. ©
The Accordiana Club, a new plan for
the studio operator. Folder.
Appl. author: Juhl Advertising
Agency. © 28Sep54; KK101598.
- EXCHANGE STAMP COMPANY. ©
Exchange stamp. (Kitchen equip-
ment, food & related products)
© 27Aug54; KK99598.
- EX-LAX, INC. ©
Gentle Ex-Lax helps you toward your
normal regularity. (Medicinal
product) © 26Aug54; KK100855.
Gentle Ex-Lax helps you toward your
normal regularity. (Medicinal
product) (In Brooklyn eagle, July
27, 1954, p. 5) © 27Jul54;
KK99018.
Gentle Ex-Lax helps you toward your
normal regularity. Buy the new
65¢ size. (Medicinal product)
© 3Sep54; KK99907.
Gentle Ex-Lax helps your child to-
ward her normal regularity. (Med-
icinal product) © 14Oct54;
KK100849.
Gentle Ex-Lax helps your child to-
ward her normal regularity.
(Medicinal product) (In Look,
Sept. 7, 1954, p. 73) © 7Sep54;
KK99874.
Gentle Ex-Lax helps your child to-
ward his normal regularity. (Med-
icinal product) © 29Sep54;
KK100865.
Gentle Ex-Lax helps your child to-
ward his normal regularity. (Med-
icinal product) (In Parents' mag-
azine, Oct. 1954, p. 142)
© 26Sep54; KK100864.
- EXPORTA, INC. ©
La mejor harina para tortillas.
Net weight 8 pounds. Label.
© 14Sep54; KK102613.

F

- FABER (EBERHARD) PENCIL COMPANY. ©
Cleaner, stronger than pastels.
Nupastel color sticks. 12 color
asst. Label. Appl. author:
Frederick William Strickler.
© 24Nov54; KK101848.
- FABRICON PRODUCTS, INC. ©
Gristede's fresh white enriched
bread. Net wt. 1 1/4 lbs. Label.
© 27Aug54; KK102008.
- FAIRBANKS WARD INDUSTRIES, INC. ©
Powerful twin-unit Fairbanks Ward
deluxe quality, 5 in 1 portable &
window electric fan. (In Chicago
American, June 23, 1954, p. 4)
Appl. author: Alfred H. Howard.
© 23Jun54; KK101535.
- FARIBAULT ICE CREAM COMPANY. ©
Circus ice cream. Half gallon.
Label. Appl. author: Clifton T.
Wilson. © 24Sep54; KK100427.
- FARM ON THE HILL. ©
Togetherness. On your honeymoon
... (Resort accommodations)
(In Bride's magazine, winter
1954, p. 161) Appl. author:
Rudolf Van Hoesenberg.
© 25Sep54; KK100336.
- FARRINGTON MANUFACTURING COMPANY. ©
Jiminy Christmas, what a wonderful
gift idea. (Jewel cases) (In
Today's woman, Nov. 1952, p. 22)
© 24Oct52; KK101971.

- FASHIONS FOR FUN AND FUNCTION. ©
Just iron them on. (Appliques)
Label. © 1Mar52; KK99453.
- FEBCO, INC. ©
Handbook: Cross connection control.
Written by Edwin Reinecke.
(Valves) 32 p. © 11Oct54;
KK101790.
- FENELLE, STANFORD A.
On guard. SEE General Tire and
Rubber Company.
Scanning the breeze. SEE General
Tire and Rubber Company.
Yonderlust. SEE General Tire and
Rubber Company.
- FENTON LABEL COMPANY. ©
Celebrating an anniversary? Here's
the best way to do it. Use Fent-
Onamel stock anniversary gummed
labels. Label. Appl. author:
Ernest William Friday. © 8Sep54;
KK99906.
Fent-Onamel gummed insurance & policy
labels. Fent-Onamel labels pay for
themselves. Folder. Appl. author:
Ernest William Friday. © 7Dec54;
KK102677.
Fent-Onamel gummed stock insurance
labels. Folder. Appl. author:
Ernest William Friday. © 3Sep54;
KK99904.
Fent-Onamel shippers-time savers.
Folder. Appl. author: Ernest
William Friday. © 3Sep54;
KK99905.
Here's a quick, easy way to collect
your past due accounts. Fent-
Onamel collection stickers. Fold-
er. Appl. author: Ernest William
Friday. © 8Sep54; KK99903.
Keep smiling. Label. Appl. au-
thor: Ernest William Friday.
© 2Aug54; KK99706.
Price list. Effective July 1, 1954.
4 p. Appl. author: John Kirby
Tompkins. © 15Jul54; KK99707.
- FICK (RUDY) INC.
Winn-Rau and Rudy Fick join hands
... SEE Winn-Rau Corporation.
- FIDELITY FEATURES COMPANY.
Odd Chalkins. One whale can provide
as much meat as 100 cattle. (Win-
dows) (In the New London evening
day, New London, Conn., July 9,
1954, p. 17) © Fidelity Features
Co., solely owned by Blaine F.
Naylor; 9Jul54; KK102485.
- FIEDLER, IRVING. ©
Mr. Jeweler: This is the greatest
[metal] ring holder ever created.
Sheet. © 7Apr54; KK101442.
- FIELD (MARSHALL) AND COMPANY. SEE
Marshall Field and Company.
- FIELD CONTROL DIVISION. SEE Conkey
(H. D.) and Company.
- FIFTH AVENUE ACCESSORIES, INC. ©
5th Avenue crown coasters. The king
size coaster. Sheet. Appl. au-
thor: Jean D. Gates. © 13Jul54;
KK98230.
- FINBERG, CHARLES S., d.b.a. BANKERS
PUBLICITY COMPANY. SEE Bankers
Publicity Company.
- FINKELSTEIN, JOSEPH, WILLIAM FINKEL-
STEIN, AND LEONARD KALKER, t.a.
PHILADELPHIA BRIEF CASE COMPANY.
SEE Philadelphia Brief Case Com-
pany.
- FINKELSTEIN, WILLIAM, JOSEPH FINKEL-
STEIN, AND LEONARD KALKER, t.a.
PHILADELPHIA BRIEF CASE COMPANY.
SEE Philadelphia Brief Case Com-
pany.

- FIRESTONE INDUSTRIAL PRODUCTS COM-
PANY. ©
How to keep your husband home and
happy. Pamper him with a Kenmar
Swing King chair: cushioned with
Firestone Foamex. (In Life, Sept.
20, 1954, p. 74-75) © 20Sep54;
KK100121.
I took the rest test, to prove only
the Foamex mattress supports your
body weight in form-fitted com-
fort. (In Life, Sept. 27, 1954,
p. 62) © 27Sep54; KK100407.
- FIRESTONE PLASTICS COMPANY. ©
So new, so exciting, because Fire-
stone Velon makes them lovelier
than you ever dreamed practical
plastics could be. You don't have
to darken your home ... (Furni-
ture covering & interior decora-
tions) (In the Saturday evening
post, Mar. 14, 1953, p. 48)
© 14Mar53; KK98592.
- FIRESTONE TIRE AND RUBBER COMPANY. ©
Equip your car with the new all-
season Firestone Town & Country,
for super traction and extra safe-
ty on ice or snow, in rain or mud.
(In the Saturday evening post, Oct.
17, 1953, p. 8-9) © 17Oct53;
KK102576.
Here are the important points to
look for before you buy tractor
tires. Curved and tapered bars,
bigger, stronger shoulders ...
(In Farm and ranch, Feb. 1953, p.
9) © 1Feb53 (in notice: 1952);
KK99901.
Make sure you get the best tire
value today. Buy Firestone ground
grip open center tractor tires.
(In Farm and ranch, Mar. 1953, p.
6) © 1Mar53; KK102016.
Speed up tough fall plowing, save
time and money with Firestone
Champion open center tractor
tires. (In Farm journal, Oct.
1953, p. 57) © 1Oct53; KK100124.
A tire for every wheel that rolls
on the farm, plus guaranteed farm
tire service. (In Successful
farming, May 1953, p. 17)
© 1May53; KK100123.
- FISHER, DONALD J.
Safety, economy, speed and conven-
ience. (Knife attachment) Card.
© Don Fisher; 14Aug54; KK99217.
- FISHER BREWING COMPANY. ©
After the high hunt, the high alti-
tude beer. Appl. author: Gillham
Advertising Agency. © 17Oct54;
KK100893.
Any woman can tell you it's the al-
titude that counts. (In the Salt
Lake tribune, July 30, 1954, p.
4C) Appl. author: Gillham Adver-
tising Agency, inc. © 30Jul54;
KK98706.
The bright and merry life of Fisher
beer bubbles. (In the Salt Lake
tribune, Aug. 8, 1954, p. 4B)
Appl. author: Gillham Advertising
Agency, inc. © 8Aug54; KK99079.
A dress should fit the figure, beer
should fit the altitude. (In the
Salt Lake tribune, Aug. 1, 1954,
p. 4B) Appl. author: Gillham Ad-
vertising Agency, inc. © 1Aug54;
KK98834.
Finer flavor, more refreshing,
sparkle brewed to the altitude.
(In the Salt Lake tribune, July
18, 1954, p. 4B) Appl. author:
Gillham Advertising Agency, inc.
© 18Jul54; KK98429.
First bag your bird. (In the Salt
Lake tribune, Oct. 31, 1954, p.
4D) Appl. author: Gillham Adver-
tising Agency, inc. © 31Oct54;
KK101267.

Good weather for ducks, good altitude for beer. (In the Salt Lake tribune, Oct. 6, 1954, p. 22) Appl. author: Gillham Advertising Agency, inc. © 6Oct54; KK100569.

Her choice. Women who are accustomed to select foods carefully ... Appl. author: Gillham Advertising Agency, inc. © 16Jul54; KK98275.

It draws so perfectly, tastes so good, because it's sparkle brewed to the altitude. (In the Salt Lake tribune, July 9, 1954, p. D3) Appl. author: Gillham Advertising Agency, inc. © 9Jul54; KK98648.

The shirt should fit the man, beer should fit the altitude. (In the Salt Lake tribune, Aug. 6, 1954, p. 2B) Appl. author: Gillham Advertising Agency, inc. © 6Aug54; KK98999.

Sparkle brewed to the altitude. (In the Salt Lake tribune, June 27, 1954, p. B5) Appl. author: Gillham Advertising Agency, inc. © 27Jun54; KK97777.

Sparkle you can see, sparkle you can taste. Appl. author: Gillham Advertising Agency, inc. © 4Jul54; KK98098.

Sparkling play makes a champ. Appl. author: Gillham Advertising Agency, inc. © 30Oct54; KK100439.

That delicate hop flavor, that tiny bubble carbonation. Appl. author: Gillham Advertising Agency, inc. © 11Jul54; KK98228.

What makes bubbles in beer? (In the Salt Lake tribune, July 25, 1954, p. 4B) Appl. author: Gillham Advertising Agency, inc. © 25Jul54; KK98611.

FISHER FLOURING MILLS COMPANY. ©

Free, with 50 lb. bag Fisher's blend flour. Combination handled mixing-batter bowl. (In WASHCOEGG, Sept. 1954, p. 27) Appl. author: Trevor H. Evans. © 1Sep54; KK100028.

Original Scone mix. Net wt. 2 lbs. Label. Appl. author: Trevor H. Evans. © 10Oct54; KK101155.

You love Scones at the fair. Fisher's original Scone mix. (In the Seattle times, Oct. 12, 1954, p. 34) Appl. author: Trevor H. Evans. © 12Oct54; KK101183.

FISHLOVE (H.) AND COMPANY. ©

Chicken of the Sea, a delicious fresh water product. No. 664. (Novelty miniature mermaid) Label. Appl. author: I. Fishlove. © 25Oct54; KK102722.

Fisherman's dream. No. 665B. (Novelty toy fisherman & mermaid) Label. Appl. author: I. Fishlove. © 14Oct54; KK102724.

Mr. Bones, talking skull. No. 666. Label. Appl. author: I. Fishlove. © 19Oct54; KK102725.

Secret of rosy cheeks. No. 657. (Novelty picture of lady on horseback) Label. Appl. author: Charles Ising. © 7May54; KK102723.

FITZGIBBONS BOILER COMPANY, INC. ©

The Fitzgibbons boiler; R-Z-U Junior. Catalog no. JR-10-2. Folder. © 1May54; KK99113.

The Fitzgibbons boiler-burner unit. No. 770. Catalog 770-10-1. Folder. © 1May54; KK99112.

The Fitzgibbons boiler-burner unit. No. 770. Catalog 770-10-1. Folder. © 25Jun54; KK97778.

Fitzgibbons no. 770 gas boiler units. Catalog 77G-10. Sheet. © 1Nov54; KK102484.

5-WAY COFFEE FASHION.

Finest hotels and motels are now using the new personalized 5-Way coffee fashion. Sheet. Appl. author: Edwin L. Thoma. © 5-Way Coffee Fashion, a partnership composed of Edwin L. Thoma & Mabel V. Thoma; 24Jun54; KK99061.

FLANNEL FUN.

Flannel flowers. This packet contains a gay flower pot and ten pieces of flowers ... (Toys) Label. © Clara D. Booth, d.b.a. Flannel Fun; 11Nov54; KK102057.

Flannel Freddy. He's the funniest fellow in Flannel Town. (Toys) Label. © Clara D. Booth, d.b.a. Flannel Fun; 11Nov54; KK102058.

Flannel fun basic figures. (Toys) Label. © Clara D. Booth, d.b.a. Flannel Fun; 11Nov54; KK102059.

Merry Christmas. Flannel Fun brings you your very own Christmas tree ... (Toys) Label. © Clara D. Booth, d.b.a. Flannel Fun; 11Nov54; KK102055.

Sail boat. This packet contains your Flannel Fun sailboat. (Toys) Label. © Clara D. Booth, d.b.a. Flannel Fun; 11Nov54; KK102056.

FLEXIBLE CARBON PRODUCTS, INC. ©

Kwik-Wikk gives fast relief from nasal congestion. (Medicine) Folder. Appl. author: Edward Gordon. © 25Oct54; KK102549.

Kwik Wikk gives quick, pleasant relief. 8 wicks. (Medicine) Label. Appl. author: Edward Gordon. © 25Oct54; KK102548.

No-Mo Skeets insect repellent. Label. Appl. author: Edward Gordon. © 16Oct54; KK102550.

FLEXICORE MANUFACTURERS ASSOCIATION. ©

A new perfect comfort heating system. (Precast floor & roof slabs) Folder. Appl. author: Yeck & Yeck Advertising & Sales Promotion. © 21Jul54; KK99408.

Row housing with Flexicore. (Precast concrete slabs) Folder. Appl. author: Yeck & Yeck Advertising Agency. © 11Oct54; KK101071.

FLOAT-HI BALSA FLOAT COMPANY. ©

New, colorful, fast moving. Float-Hi [fishing float] Sheet. Appl. author: Vernon J. Schneider. © 9Aug54; KK99022.

FLOOD COMPANY. ©

Penetrol clear air-drying oil, makes marine painting faster, easier and assures greater protection. Folder. Appl. author: Earl Freeman Flood. © 1Jul54; KK98257.

Penetrol protects your car, cleans chrome, stops rust, restores finish in a unique, positive way. Folder. Appl. author: Earl Freeman Flood. © 1Jul54; KK98258.

FLORIDA FASHIONS. ©

Florida Fashions new holiday style hits, for now and into 1955. (Clothes) 31 p. Appl. author: Jack Danowitz. © 31Oct54; KK101835.

FLOWHITE PRODUCTS.

No puppies safety. Protects female dogs in mating season. Contents 1 fl. oz. Label. Appl. author: Florence White. © No Puppies, solely owned by Flowwhite Products; 8Dec53; KK101200.

FLYING SAUCER ENTERPRISES. ©

The mighty Norge master picture puzzle. (Home appliances) Poster. Appl. author: Frank J. Allen, Jr. © 1Nov54; KK101309.

FOGLE, EARL C. ©

Recipe for tasty meats with hickory flavor. Use Fogle's hickory cuts. Label. © 11Aug54; KK99228.

FOOD MACHINERY AND CHEMICAL CORPORATION. ©

The St. Elmo album. Bulletin no. B-101. (Pumps) Folder. Appl. author: S. M. Riordan, Jr. © 1Jul54; KK99014.

FORD MOTOR COMPANY. ©

New 600 model Ford tractor. Folder. © 4Oct54; KK101740.

FOREMOST DAIRIES, INC. ©

At last, a low-calorie dairy dessert that's a pleasure to taste. Big Dip. (In the Houston chronicle, Nov. 15, 1954, p. 2) Appl. author: Albert Evans, Jr. © 15Nov54; KK102130.

Cream-sweet flavor makes milk-drinking fun again. (In the Houston chronicle, Dec. 1, 1954, p. 20) Appl. author: Albert Evans, Jr. © 1Dec54; KK102333.

Fresh process evaporated milk. Fluid contents 12 1/4 ozs. Label. © 18Oct54; KK102636.

Now enjoy real cream-sweet flavor in the milk you drink. (In the Houston chronicle, Nov. 9, 1954, p. 2) Appl. author: Albert Evans, Jr. © 9Nov54; KK102131.

Real cream, real eggs, here's the extra flavor-richness you've been waiting for. (In the San Antonio light, Nov. 22, 1954, p. 2) Appl. author: Albert Evans, Jr. © 22Nov54; KK102807.

FOSTER, FIRM. ©

Does your house have that naked look? Get it dressed for a New Orleans summer. Cool canvas awnings by Foster. (In the Times-picayune, May 3, 1954) Appl. author: Robert Kottwitz Advertising, inc. © 3May54; KK98014.

Is your home dressed for New Orleans weather? Cool canvas awnings by Foster. (In the Times-picayune, Apr. 19, 1954) Appl. author: Robert Kottwitz Advertising, inc. © 19Apr54; KK98016.

Is your home dressed for this climate? Cool canvas awnings by Foster. (In the Times-picayune, Apr. 12, 1954) Appl. author: Robert Kottwitz Advertising, inc. © 12Apr54; KK98015.

FOSTER WHEELER CORPORATION. ©

The Foster Wheeler process sequence for the production of ammonia. Bulletin no. 0-54-1. 11 p. Appl. author: Joseph W. Lewis, Jr. © 15Apr54; KK98181.

FOUGERA (E.) AND COMPANY, INC. ©

New Lipiodol diagnostic with free-flowing viscosity. Ethiodol. (Pharmaceuticals) Folder. © 21Jun54; KK98956.

New Pronac, established efficacy of the classic acne lotion ... [Cover no. 1] (Pharmaceuticals) Folder. © 8Jun54; KK99387.

New Pronac, established efficacy of the classic acne lotion ... (Pharmaceuticals) Folder. © 8Jun54; KK99386.

FOX, L. IRVIN, AND EUGENE COX, d.b.a. AUTOMOTIVE SURVEYS COMPANY. SEE Automotive Surveys Company.

FRANCIS (JOAN) INC. ©

Joan Francis Duo for the care of your skin. (Facial preparations) Sheet. Appl. author: William Melniker. © 20Dec54; KK102786.

FRANK BROTHERS. ©

Spikes are for fakirs. (Shoes)
(In New York times, Nov. 7, 1954,
p. 79) Appl. author: The Rock-
more Co. © 7Nov54; KK102615.

Spikes are out, anything less is in
at Frank Brothers. (Shoes) (In
New York times, Nov. 21, 1954,
p. 71) Appl. author: The Rock-
more Co. © 21Nov54; KK102614.

FRANKLIN BROOM COMPANY. ©

Franklin. Label. Appl. author:
J. F. Ripple. © 9Sep54; KK99835.

FREDDY'S LEFSE, INC. ©

Potato lefse mix. Makes 1 dozen.
Label. © 15Jan54; KK98551.

FREEDMAN-MATHEWS CORPORATION. ©

Y-rettes; modern wall creations for
every room. Display poster.
Appl. author: Eugene Freedman.
© 11Jul54; KK101478.

FREED'S TAXIDERM. ©

Conserve our wild life. Folder.
Appl. authors: Leslie R. Harper &
C. L. Freed. © 20Oct53; KK101405.

FREEZER QUEEN PRODUCTS COMPANY. ©

Here's the big news. Freezer
Queen's poly boxes have new see-
thru transparent plastic lids.
Sheet. Appl. author: Frederick
E. Lederer. © Frederick E. Led-
erer & Benjamin M. Levin, Jr.,
d.b.a. Freezer Queen Products Co.;
12Nov54; KK101846.

FREIBERGER, CURT. ©

Indian buck trading certificate,
redeemable for valuable gifts.
(Cowboy merchandise) Sheet.
© 25Aug54; KK101599.

FRENCH (F. A.) LABORATORIES.

Special formula no. 101. 150 cap-
sules. (Vitamins) Label.
© F. A. French Laboratories, a
co-partnership of Frederic A.
French & June C. French (in no-
tice: French Laboratories);
1Nov54; KK101494.

FRENCH, FREDERIC A., AND JUNE C.

FRENCH, a co-partnership of F. A.
FRENCH LABORATORIES. SEE French
(F. A.) Laboratories.

FRENCH, JUNE C., AND FREDERIC A.

FRENCH, a co-partnership of F. A.
FRENCH LABORATORIES. SEE French
(F. A.) Laboratories.

FRENCH STEAK COMPANY.

French brand buttered beefburger
steaks. Net wt. 1/2 lb. Label.
© Irving Epstein, d.b.a. French
Steak Co.; 1Nov54; KK102450.

FRIDAY CANNING CORPORATION. ©

Enjoy Friday vegetables. Sunday
quality canned foods. Card.
© 28Oct54; KK101588.

FRIDEN CALCULATING MACHINE COMPANY,
INC. ©

Check around and see the savings
others gain with Friden figure-
thinking. (In Time, Sept. 13,
1954, p. 111) Appl. author:
J. Walter Thompson Co. © 9Sep54;
KK99929.

Evidence on every hand that costs
are slashed by Friden figure-
thinking. (In Time, Nov. 8, 1954,
p. 107) Appl. author: J. Walter
Thompson Co. © 4Nov54; KK101491.

Experience of others shows how your
business can save with Friden fig-
ure-thinking. (In Time, Aug. 16,
1954, p. 89) Appl. author:
J. Walter Thompson Co. © 13Aug54;
KK99273.

Many of these economies the Friden
can make for you. (In Time, Oct.
11, 1954, p. 117) Appl. author:
J. Walter Thompson Co. © 7Oct54;
KK100513.

Note the saving ways others find in
Friden figure-thinking. (In Time,
Dec. 6, 1954, p. 119) Appl. au-
thor: J. Walter Thompson Co.
© 2Dec54; KK102176.

FRITO COMPANY. ©

Daisy Dean's famous ten-minute
Fritos recipes. (Corn chips)
Pamphlet. Appl. author: Mary
Livingston. © 1Sep54; KK100823.

The Frito kid's party ideas for
kiddies. (Corn chips) 13 p.
Appl. author: Mary Livingston.
© 20Sep54; KK100824.

Fritos corn chips. Fritos glamour
dogs. Net wt. 7 oz. Label.
Appl. author: Mary Livingston.
© 4Oct54; KK101765.

Hey kids, get your Fritos humming
lariat. (Corn chips) Label.
Appl. author: Mary Livingston.
© 10Sep54; KK100822.

Hot dogs taste better with Fritos.
(Corn chips) Label. Appl. au-
thor: Mary Livingston. © 15Sep54;
KK100821.

Mexican foods taste better with
Fritos. Label. Appl. author:
Mary Livingston. © 13Oct54;
KK101271.

New, new king size Fritos. Fritos
hot cheese dip. (Corn chips) La-
bel. Appl. author: Mary Living-
ston. © 12Nov54; KK102446.

FRITO NEW YORK, INC. ©

Jupiter Bar-B-Q flavored potato
chips. Net weight 3 3/4 oz. La-
bel. © 13Sep54; KK100433.

Jupiter pop corn pak. See it pop,
eat it hot. Net weight 4 3/4
ozs. Label. © 11Nov54;
KK102795.

FUQUA, OSBORNE A. ©

Baseball bonus card. Acme super
markets and American stores.
(Grocery products) © 23Jun54;
KK98588.

FURNAS ELECTRIC COMPANY. ©

Electric motor controls. Catalog
101. 138 p. Appl. author: Carl
F. Witschonke. © 20Jul54;
KK99692.

G

G. H. P. CIGAR COMPANY. ©

Good for nine innings. Escep-
cionales, 25¢; Corona, 3 for 50¢.
El Producto. (In the Cincinnati
enquirer, Sept. 29, 1954, p. 33)
Appl. author: Wm. H. Weintraub &
Co., inc. © 29Sep54; KK100640.

Knockout values. Blunt, 2 for 25¢;
Puritinos Finos, 15¢. El Producto.
(In Buffalo evening news, Sept.
21, p. 33) Appl. author: Wm. H.
Weintraub & Co., inc. © 21Sep54;
KK100639.

GALA FOODS, INC. ©

Gala brand imported butter cookies.
Labels. Appl. author: Torben A.
Grunth. © 26Jun54; KK98955.

Gala imported cocktail frankfurters
in curry sauce. Net weight 7 ozs.
Label. Appl. author: Torben A.
Grunth. © 10May54; KK98000.

GAMEL, ROY, d.b.a. CRYSTAL CHEMICAL
COMPANY. SEE Crystal Chemical
Company.

GATES RUBBER COMPANY. ©

Industrial news. Folder. Appl.
author: Arthur Esco Bate.
May 1954. © 15Apr54; KK98102.
June 1954. © 15May54; KK98103.
July 1954. © 15Jun54; KK98104.
Aug.-Sept. 1954. © 10Aug54;
KK100052.

Pick out the tire you want from this
chart. Poster. Appl. author:
Ralph M. Heckman. © 23Jul54;
KK98987.

GAUTREAU, DALTON J., AND HAROLD A.
SMALL, d.b.a. SMALL AND GAUTREAU.
SEE Small and Gautreaux.

GAYLORD PRODUCTS, INC. ©

Chic rubber-tipped bobby pins. 72
pins 25¢. Label. © 9Jul54;
KK99025.

Chic rubber-tipped bobby pins. 24
pins 10¢. Label. © 9Jul54;
KK99024.

Gayla Hold-Bob bobby pins with
flexi-grip. 90 pins. Label.
© 1Jul54; KK99002.

Gayla Hold-Bob bobby pins with
flexi-grip. 72 pins. Label.
© 1Jul54; KK99001.

Gayla Hold-Bob bobby pins with
flexi-grip. 24 pins. Label.
© 17May54; KK99003.

Gayla Mist spray hair net. Full 5
ounces av. Label. © 8Oct54;
KK100858.

GENERAL AMERICAN TRANSPORTATION
CORPORATION. ©

Services and products. 47 p. Appl.
author: Weiss and Geller, inc.
© 1Apr54; KK98454.

GENERAL BAKING COMPANY. ©

Grossinger's Country Club rye
[bread] Net wt. 1 lb. Label.
© 16Nov54; KK101722.

New Bond enriched bread. (In Inde-
pendent, Anderson, S. C., July
30, 1954, p. 14) Appl. author:
Henderson Advertising Agency,
inc. © 30Jul54; KK100690.

GENERAL ELECTRIC COMPANY. ©

Flora shows you six ways General
Electric ballasts help you save
lighting dollars. (In Illumi-
nating engineering, Dec. 1954)
© General Electric Co., Adv. &
Sales Prom. Dept.; 30Nov54;
KK102417.

The G-E product advertising and
sales promotion planning process.
Sheet. Appl. author: Stanley
Plimpton Schrameck. © 23Jun54;
KK101046.

[Joe Magee's] stainless steel elec-
trodes application chart. GEL-
1196. (Welding equipment) Post-
er. © General Electric Co., Adv.
& Sales Promotion Dept.; 24May54;
KK98916.

Marketing manpower development plan-
ning process. Sheet. Appl. au-
thor: Stanley Plimpton Schrameck.
© 8Dec53 (in notice: 1954);
KK101047.

Welding arcs news. Folder. © Gen-
eral Electric Co., Adv. & Sales
Promotion Dept.
GED-2280. © 23Jun54; KK99953.
GED-2364. © 2Sep54; KK100283.

Welding electrode comparator.
GEN-37C. Slide rule. © General
Electric Co., Adv. & Sales Promo-
tion Dept.; 16Oct54; KK101336.

GENERAL FIREPROOFING COMPANY. ©

Goodform adjustable aluminum office
chairs. Folder. © 1Jun54;
KK101096.

Goodform comfort is a part of the western hospitality of Sun Valley. (Aluminum chairs) (In Institutions, July 1954, p. 25) © 5Jul54; KK99422.

How GF metal furniture helps you cut office costs. (In Dun's review and modern industry, Sept. 1954, p. 100) © 1Sep54; KK101099.

A new addition to the GF family. (Metal office furniture) Folder. © 1Jul54; KK101100.

Revolution in office furnishing, GF's Sierra package. (In Time, July 5, 1954, p. 49) © 5Jul54; KK99421.

This ad tells you how to save money in your stockroom. Here's how to store non-productive stock. (Steel storage equipment) (In Business week, Sept. 11, 1954, p. 60) © 11Sep54; KK101098.

This book saves me plenty ... GF steel shelving pays you dividends 6 ways. (In Material handling flow, July 1954, p. 43) © 1Jun54; KK101097.

GENERAL FOODS CORPORATION. ©

Birds Eye fish sticks, ocean-fresh, all-fish eating. (Frozen foods) (In the Evening bulletin, Philadelphia, Sept. 30, 1954, p. 29) Appl. author: Young & Rubicam, inc. © 30Sep54; KK102097.

Birds Eye-Philco easy-living contest. Coming up, money-saving values ... (Frozen foods) (In San Francisco call-bulletin, Oct. 11, 1954, p. 6) Appl. author: Young & Rubicam, inc. © 14Oct54; KK102094.

Birds Eye-Philco easy-living contest. Just one Birds Eye label or can top is your ticket of entry ... (Frozen foods) (In Tampa morning tribune, Tampa, Fla., Oct. 15, 1954, p. 21-A) Appl. author: Young & Rubicam, inc. © 15Oct54; KK102099.

Birds Eye-Philco easy-living contest. Just one Birds Eye package label or Birds Eye can top is all you need to enter ... (Frozen foods) (In Life, Oct. 11, 1954, p. 80-81) Appl. author: Young & Rubicam, inc. © 7Oct54; KK102093.

Birds Eye weekend surprise. Tonight serve Birds Eye fish sticks 'n' green salad supper. (Frozen foods) (In the Detroit news, Aug. 19, 1954, p. 17) Appl. author: Young & Rubicam, inc. © 19Aug54; KK102096.

Delicious fish eating, no fish cooking. Birds Eye fish sticks. (Frozen foods) (In the Boston daily globe, July 14, 1954, p. 16) Appl. author: Young & Rubicam, inc. © 14Jul54; KK102095.

Join the Birds Eye 2 label club. (Frozen foods) (In the Sun, Baltimore, July 11, 1954, p. 6) Appl. author: Young & Rubicam, inc. © 11Jul54; KK99985.

Join the party. 25th anniversary sale, celebrate with Birds Eye. (Frozen foods) (In the San Francisco news, May 5, 1954, p. 23) Appl. author: Young & Rubicam, inc. © 5May54; KK100588.

New Post's Corn-fetti, new kind of corn flakes with the magic sugar coat. (Cereal) (In Life, June 8, 1953) Appl. author: Young & Rubicam, inc. © 4Jun53; KK99993.

New, pre-cooked Birds Eye chicken. (Frozen foods) (In Toledo blade, May 20, 1954, p. 29) Appl. author: Young & Rubicam, inc. © 20May54; KK99988.

Now's the time for Jell-O. Looks like it's your turn to feed the mob, mom. (In Life, Oct. 6, 1952) Appl. author: Young & Rubicam, inc. © 30Oct52; KK97881.

Thank you everyone. Birds Eye frosted foods. (In Quick frozen foods, Sept. 1954, p. 114) Appl. author: Young & Rubicam, inc. © 10Sep54; KK102098.

There's something special about a Birds Eye chicken dinner. (Frozen foods) (In Life, May 24, 1954, p. 128) Appl. author: Young & Rubicam, inc. © 21May54; KK99987.

There's something special about a Birds Eye fish dinner. (Frozen foods) (In Life, Mar. 15, 1954) Appl. author: Young & Rubicam, inc. © 12Mar54; KK99990.

There's something special about Birds Eye corn. (Frozen foods) (In Life, Apr. 26, 1954, p. 68) Appl. author: Young & Rubicam, inc. © 23Apr54; KK99989.

There's something special about Birds Eye green beans. (Frozen foods) (In Life, June 14, 1954, p. 35) Appl. author: Young & Rubicam, inc. © 11Jun54; KK99986.

There's something special about Birds Eye quick-frozen orange juice. (In Los Angeles times, July 25, 1954, p. 27) Appl. author: Young & Rubicam, inc. © 25Jul54; KK99956.

There's something special about Birds Eye vegetables. (Frozen foods) (In Life, Aug. 2, 1954, p. 33) Appl. author: Young & Rubicam, inc. © 29Jul54; KK102092.

Watch for special 25th anniversary sale. Birds Eye [frozen foods] (In McCall's, May 1954, p. 59) Appl. author: Young & Rubicam, inc. © 21Apr54; KK100589.

When I'm eating Jell-O, I wish I were a bee. (In Life, Oct. 11, 1954, p. 187) Appl. author: Young & Rubicam, inc. © 7Oct54; KK102100.

When I'm eating Jell-O, I wish I were a flamingo. (In Life, July 19, 1954, p. 36) Appl. author: Young & Rubicam, inc. © 16Jul54; KK99984.

When I'm eating Jell-O, I wish I were a leopard. (In the Saturday evening post, June 5, 1954, p. 81) Appl. author: Young & Rubicam, inc. © 3Jun54; KK98561.

When I'm eating Jell-O, I wish I were a polar bear. (In the Saturday evening post, Aug. 28, 1954, p. 11) Appl. author: Young & Rubicam, inc. © 25Aug54; KK102101.

When I'm eating Jell-O, I wish I were a rabbit. (In Collier's, Aug. 20, 1954, p. 11) Appl. author: Young & Rubicam, inc. © 6Aug54; KK102103.

When I'm eating Jell-O, I wish I were a sailfish. (In Look, Oct. 5, 1954, p. 22) Appl. author: Young & Rubicam, inc. © 21Sep54; KK102102.

When I'm eating Jell-O, I wish I were a seal. (In Life, May 24, 1954, p. 145) Appl. author: Young & Rubicam, inc. © 21May54; KK100591.

When I'm eating Jell-O, I wish I were a whale. (In Look, May 18, 1954, p. 22) Appl. author: Young & Rubicam, inc. © 4May54; KK100590.

When I'm eating Jell-O, I wish I were an elephant. (In the Saturday evening post, Mar. 27, 1954, p. 48) Appl. author: Young & Rubicam, inc. © 24Mar54; KK97882.

When I'm making Jell-O, I wish I were a turtle. (In the Saturday evening post, July 10, 1954, p. 63) Appl. author: Young & Rubicam, inc. © 7Jul54; KK100592.

When we're having Jell-O, I wish I were a mule. (In the Saturday evening post, June 19, 1954, p. 41) Appl. author: Young & Rubicam, inc. © 16Jun54; KK98560.

GENERAL MILLS, INC. ©

Betty Crocker angel food cake mix. Series no. 5-A. 1 lb. 1 oz. net wt. Label. © 8Sep54; KK101909.

Betty Crocker Answer cake. Devils food with fudge. Series no. 1. Net wt. 11 1/2 oz. Label. © 1Dec54; KK102413.

Betty Crocker Answer cake. Peanut delight. Series no. 1. Net wt. 11 1/2 oz. Label. © 1Dec54; KK102412.

Betty Crocker Answer cake. White with fudge. Series no. 1. Net wt. 11 1/2 oz. Label. © 1Dec54; KK102411.

Betty Crocker Answer cake. Yellow with fudge. Series no. 1. Net wt. 11 1/2 oz. Label. © 1Dec54; KK102414.

Betty Crocker chocolate fudge brownie mix. Series no. 2B. 1 lb. net wt. Label. © 28Jun54; KK101914.

Betty Crocker chocolate fudge instant frosting mix. Series no. 1. Net wt. 15 oz. Label. © 4Oct54; KK101915.

Betty Crocker chocolate malt instant frosting mix. Series no. 1. Net wt. 15 oz. Label. © 4Oct54; KK101916.

Betty Crocker homogenized pie crust mix in 4 sticks. Series no. 35. 1 lb. 2 oz. net wt. Label. © 18Oct54; KK101910.

Betty Crocker homogenized pie crust mix in 2 sticks. Series no. 34. 9 oz. net wt. Label. © 20Jul54; KK101911.

Betty Crocker marble cake mix. Series no. 1-A. 1 lb. 4 oz. net wt. Label. © 23Aug54; KK101913.

Betty Crocker peanut creme instant frosting mix. Series no. 1. Net wt. 15 oz. Label. © 4Oct54; KK101908.

Betty Crocker pie crust mix. 4 crust pack. Series no. 30. 1 lb. 2 oz. net wt. Label. © 7Jun54; KK101912.

Sugar Jets pouch stock. Series no. 1. Net wt. 1 oz. (Cereal) Label. © 15Oct54; KK102612.

GENERAL MOTORS CORPORATION.

Delco engineered ride control shock absorbers. Label. Appl. author: Harold J. Dodson. © Delco Products Division, General Motors Corp.; 10May54; KK98358.

Delco Ride-King engineered ride control shock absorbers. Label. Appl. author: Harold J. Dodson. © Delco Products Division, General Motors Corp.; 19Apr54; KK98359.

50 million cars. (Electrical units, systems & batteries) (In the Flint journal, Flint, Mich., Nov. 22, 1954, p. 15) Appl. author: Charles F. Hardy. © Delco-Remy Division, General Motors Corp.; 22Nov54; KK102445.

GENERAL OUTDOOR ADVERTISING COMPANY, INC. ©

Children's Christmas prayer. (Public utility) Poster. © 8Nov54; KK102477.

R. T. B. for Boyer-Gilfillan, the house of Ford. (Automobiles) Poster. © 30Mar54; KK99095.

GENERAL OUTDOOR ADVERTISING COMPANY, INC. Cont'd.

Ring the bell for Boyer-Gilfillan, the house of Ford. (Automobiles) Poster. © 30Mar54; KK99096.

GENERAL PLYWOOD CORPORATION. ©

U-Do furniture finish. Contents one-half pint. Label. © 16Sep54; KK100063.

GENERAL TIRE AND RUBBER COMPANY. ©

On guard. cPainting by Stanford A. Fenelle. Calendar. © 30Jul53; KK101326.

Scanning the breeze. [Painting by Stanford A. Fenelle. Calendar. © 30Jul53; KK101325.

Yonderlust. cPainting by Stanford A. Fenelle. Calendar. © 30Jul53; KK101327.

GENIE ADVERTISING SERVICES. ©

Hi, I'm Genie the magic flame. (Gas) (In Chattanooga news-free press, Aug. 3, 1954, p. 11) Appl. author: Joseph Richard Pahle. © 3Aug54; KK100659.

GERBER, SEYMOUR. ©

Pierre, the little artist who never talks. (Comic strip) Sheet. © 17Jun54; KK101927.

GERTS-LUMBARD AND COMPANY. ©

U-Do-It brush, Dupont tynex nylon. Label. Appl. author: Ray V. Abraham. © 1Sep54; KK100076.

GIDDINGS AND LEWIS MACHINE TOOL COMPANY. ©

Davis heavy duty horizontal and vertical clamped-on carbide tip planer tools. Bulletin no. DB-130. Sheet. © Davis Boring Tool Division of Giddings & Lewis Machine Tool Co.; 19Apr54; KK99795.

Immediately available from stock. 36" Davis universal bar blanks, with super micrometer-adjustable flycutters. Bulletin no. D.B. 112. Sheet. © 5May54; KK99796.

GILBERT HOTEL RESERVATIONS. ©

A message of interest to those who travel. Sheet. Appl. author: Emilia C. Gilbert. © 1Apr54; KK100453.

GILES, WILLIAM.

Take em' home by the bag. SEE Scianna, Jasper.

GILLETTE COMPANY. ©

Cavalcade of sports. Carl Erskine. Gillette super-speed one-piece razor ... Gillette shaving cream. (In the Detroit news, July 4, 1954, comic section) Appl. author: Maxon, inc. © 4Jul54; KK98538.

Cavalcade of sports. Duke Snider. Gillette super-speed one-piece razor ... Gillette shaving cream. (In the Detroit free press, Aug. 22, 1954, comic section) Appl. author: Maxon, inc. © 22Aug54; KK102241.

Cavalcade of sports. Richie Ashburn. Gillette super-speed one-piece razor, with blue blade dispenser and Styrene travel case. (In the Detroit news, Nov. 7, 1954, comic section) Appl. author: Maxon, inc. © 7Nov54; KK102240.

Easier-faster Casual pin-curl permanent. Contents: 3 fl. oz. Label. © Gillette Co., Toni Co. Division; 1Dec54; KK102224.

Gillette advertising in service publications will boost your sales. Gillette Cavalcade of sports advertisements ...

super-speed one-piece razor ...

(In Post exchange, July 1954, p. 6) Appl. author: Maxon, inc. © 1Jul54; KK98539.

Never before a lipstick so red. New Viv, by Toni. No woman before you has ever worn such vivid shades. (In Life, Sept. 13, 1954) © Gillette Co., Toni Co. Division; 13Sep54; KK101448.

Never before a lipstick so red. New Viv, by Toni. V-684-74. [1 doz. display assortment] Display poster. © Gillette Co., Toni Co. Division; 28Jul54; KK101449.

New 1954 world series record book free, with Gillette super-speed razor set, \$1. (In the Detroit news, Sept. 12, 1954, comic section) Appl. author: Maxon, inc. © 12Sep54; KK102239.

New Viv lipstick, by Toni. [6 doz. display asst.] Display poster. © Gillette Co., Toni Co. Division; 14Jul54; KK101963.

Send for Prom beauty book, by Jan Randall. 6-1321R-34. (Home permanent kit) Folder. © Gillette Co., Toni Co. Division; 5May54; KK97951.

Spin brand curlers, by Toni. Midget size. Item 323. Label. © Toni Co., a division of Gillette Co.; 14Oct54; KK102223.

Spin brand curlers, by Toni. Regular size. Item 322. Label. © Toni Co., a division of Gillette Co.; 3Nov54; KK102222.

You need Gillette's 1288 cash-register merchandiser. Increases blade sales in super markets up to 254 o/o. (In Super market merchandising, convention issue, May 1954, p. 40) Appl. author: Maxon, inc. © Gillette Safety Razor Co.; 1May54; KK98540.

GILLETTE SAFETY RAZOR COMPANY. SEE Gillette Company.

GIOIA (ALFONSO) AND SONS, INC., d.b.a. BRAVO MACARONI COMPANY. SEE Bravo Macaroni Company.

GITS MOLDING CORPORATION. ©

Gitsware, extra strong and durable, heat-resistant (190° F) 3-piece bowl set. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 16Dec52 (in notice: 1951); KK101150.

Gitsware new colorvision snack set. New Hi-Kool town and country set. (Plastic tumblers & dishes) Folder. Appl. author: Lloyd Wilbur Byrnes. © 21Sep54; KK100418.

GIUFFRIDA, SAM K. ©

Same old story, but now you can protect yourself, your family and car. Judgment guarantee plan. (Insurance) Folder. © 25Aug54; KK99511.

GIVENS, SHIRLEY AND HARRY WIMMER, d.b.a. WIMMER-GIVENS STUDIO. SEE Wimmer-Givens Studio.

GLENRICH COMPANY. ©

Hammel's. (Stationery) Envelope. Appl. author: Henry N. Wise. © 22Jun54; KK98407.

Robert James Co. Envelope. Appl. author: Henry N. Wise. © 3May54; KK99889.

GLIDDEN (OTIS E.) AND COMPANY, INC. ©

Don't risk harsh laxatives for yourself or your children. Use safe, soothing Zymenol. (In Parents' magazine & family home guide, Jan. 1955, p. 84) Appl. author: Paulson-Gerlach & Associates, inc. © 25Dec54 (in notice: 1955); KK102714.

GLIDDEN COMPANY. ©

Advertised in Life. Featuring the three greatest paint sales programs ever developed. Portfolio no. Q-54. Pamphlet. Appl. author: Meldrum & Fewsmith, inc. © 16Nov53; KK97935.

Cadmolith colors. [Form no.] C-288 (RM) (Paint & ink products) Folder. Appl. author: Meldrum & Fewsmith, inc. © 13Dec54; KK102573.

It's goodbye to staining, peeling and cracking on stucco and masonry homes. Spread Glide-On. Form F-386. (Paint) Folder. Appl. author: Meldrum & Fewsmith, inc. © 21Jun54; KK99443.

New one-coat house paint saves you nearly 1/2 the cost. Glidden endurance imperial. (In Popular mechanics, Apr. 1954, p. 227) Appl. author: Meldrum & Fewsmith, inc. © 1Apr54; KK98397.

Proved by rigid tests. New one-coat house paint saves you 1/2 the time, nearly 1/2 the cost. Endurance imperial. (In Popular mechanics, May 1954, p. 261) Appl. author: Meldrum & Fewsmith, inc. © 1May54; KK98400.

Satisfied users say: New one-coat house paint cuts painting cost nearly in half ... Endurance imperial. [5 photos] (In Successful farming, May 1954, p. 96) Appl. author: Meldrum & Fewsmith, inc. © 26Apr54; KK98398.

Satisfied users say: New one-coat house paint cuts painting cost nearly in half ... Endurance imperial. c7 photos (In Better homes & gardens, May 1954, p. 200) Appl. author: Meldrum & Fewsmith, inc. © 15Apr54; KK97920.

TV center, the new show-place of your home. Today's most modern paint, Spread Satin. (In Life, Sept. 13, 1954, p. 30-31) Appl. author: Meldrum & Fewsmith, inc. © 10Sep54; KK100027.

You paint best-for less with the stay-fresh colors you get only in Spread Satin. [Kitchen scene] (In Life, Mar. 29, 1954, p. 71) Appl. author: Meldrum & Fewsmith, inc. © 26Mar54; KK98399.

GLOVER (H. CLAY) COMPANY, INC. ©

More beautiful hair instantly, with Glover's 3-way treatment. (In the Progressive farmer, May 1953, p. 143) Appl. author: Roberts & Reimers, inc. © 1May53; KK99011.

GOETZE (ALBERT F.) INC. ©

Skinless, bonless cooked Plantation brand ham. Contents 5 pound. Label. © 13Sep54; KK100086.

GOLD MEDAL CANDY CORPORATION. ©

Bonomo's Turkish taffy change maker. 120 count plus 12 free samples. Label. © 21Apr54; KK102462.

GOLDEN GRAIN MACARONI COMPANY. ©

Golden grain 1 minute macaroni. Quick'n easy, cooks in 1 minute. Net wt. 8 oz. Label. Appl. author: E. Kornelia Skinner. © 20Dec54; KK102774.

GOLDEN RULE PRODUCTS. ©

Resist runs; Tex-Aid ... the best preventative of runs in hosiery, lingerie. Envelope. Appl. author: Joseph Charles Hashek. © 9Nov54; KK101527.

GOLLY AND MCGARVIN, INC. ©

New Mira Glo all purpose cleaner. Net contents 16 fl. ounces. Label. Appl. author: C. W. Golly. © 3Apr54; KK101493.

GOLZ ENTERPRISES. ©

Sparkling snap, exciting economy now may be had from your car, any car. Economy vapor injector. Catalogue sheet. Appl. author: Gerd Golz. © 14Oct54; KK101274.

GOODMAN (A.) AND SONS, INC. ©

Redi-mashed potatoes. Net wt. 7 oz. [Box] Label. © 22Nov54; KK101995.
Redi-mashed potatoes. Net wt. 3 1/2 oz. [Bag] Label. © 22Nov54; KK101994.

GOODMAN (H.) AND SONS, INC. ©

My dolly and me. Goody barrette and pin painting set. Display card. Appl. author: Leonard Goodman. © 28Aug54; KK99652.
Paint your own designs. Goody barrette and pin kit. Display card. Appl. author: Leonard Goodman. © 28Aug54; KK99651.

GOODMAN, L. F. ©

Confidential money request. Postal Finance Company. (Personal loans) Sheet. © 15Dec54; KK102545.
Note, special introductory offer to acquaint you with our fast, confidential loan plan. Postal Finance Company. Sheet. © 2Jul54; KK98093.
Now, Postal offers a new loan plan whereby you can borrow \$25 to \$300. Postal Finance Company. Sheet. © 15Dec54; KK102546.

GOODRICH-MACKENZIE.

This can contains 27 cubic inches of pure northern California air; smog relief shipment. Sheet. © David MacKenzie, d.b.a. Goodrich-MacKenzie; 4Nov54; KK102328.

GOPHER GAME COMPANY.

World's liveliest family game. Snatch. Sheet. © Harold C. Manley, d.b.a. Gopher Game Co.; 30Jun54; KK98215.

GORDON (M. J.) COMPANY. ©

Permasil dimethyl siloxane (silicone), formula fortified with hard [automobile] wax. 16 fl. ounces. Label. Appl. author: Milton J. Gordon. © 21Jun54; KK97901.

GORDON-CHAPMAN COMPANY. ©

An era has ended, an era has begun. The Grenadier, the only mattress in the world with Foam Quilt. Appl. author: Jack Gordon. © 28Jun54; KK98130.

The finest mattress ever made, the Grenadier, the only mattress in the world with Foam Quilt. (In the Detroit news, June 13, 1954, p. 11-A) Appl. author: Jack Gordon. © 13Jun54; KK98131.

The Grenadier, on guard for a longer life, the only mattress in the world with Foam Quilt. Appl. author: Jack Gordon. © 20Jun54; KK98132.

The new modern unit that is revolutionizing the sleeping habits of a nation. The Grenadier mattress with Foam Quilt. Sheet. Appl. author: Jack Gordon. © 19Sep54; KK100977.

Search the world over, there just isn't any better sleeping unit made. The Grenadier, the only mattress in the world with a Foam Quilt covering. Appl. author: Jack Gordon. © 31Oct54; KK101589.

GORDON MACHINERY CORPORATION. ©

For tough jobs and tight budgets ... Gordonbilt Airlift pneumatic conveyors and elevators. Powerful, gentle, efficient. Sheet. Appl. author: E. V. Gordon. © 10Jun54; KK101372.

GORHAM COMPANY. ©

Ask him for the gift that lasts a lifetime. (Sterling silver) (In Ladies' home journal, Dec. 1953, p. 101) Appl. author: Mrs. C. Le Vathes. © 30Nov53; KK101793.

Five beautiful reasons why your next big important gift should be a Gorham sterling coffee pot. (In the New Yorker, Nov. 20, 1954, p. 5) Appl. author: Miss Leslie Munro. © 18Nov54; KK102437.

Gorham introduces the American modern look in two brilliant new sterling [silver] patterns. (In Ladies' home journal, Oct. 1954, p. 106) Appl. author: Miss Leslie Munro. © 29Sep54; KK101194.

Introducing Gorham Theme, the American modern pattern with the new cool, calm, clean-swept look. (Sterling silver) (In Seventeen, Oct. 1954, p. 89) Appl. author: Miss Leslie Munro. © 10Oct54; KK101195.

Introducing Gorham Willow, the American modern pattern you'll love for its sophisticated simplicity. (Sterling silver) (In Seventeen, Oct. 1954, p. 2 of cover) Appl. author: Miss Leslie Munro. © 10Oct54; KK101193.

Introducing the first free-flowing sterling salt and pepper set. (In the New Yorker, May 15, 1954, p. 84) Appl. author: Mrs. C. Le Vathes. © 13May54; KK98038.

Introducing the first free-flowing sterling salt and pepper set. (In the New Yorker, Oct. 23, 1954, p. 59) Appl. author: Miss Leslie Munro. © 21Oct54; KK101794.

New design for giving, Trend convertible candlesticks. (In the New Yorker, Nov. 27, 1954, p. 151) Appl. author: Miss Leslie Munro. © 25Nov54; KK102436.

New pattern of great elegance. Thread of Gold. (Sterling silver) (In the New Yorker, Nov. 22, 1952, p. 7) Appl. author: Mrs. C. Le Vathes. © 20Nov52; KK98039.

Wouldn't one of these Gorham sterling [silver] patterns make a wonderful gift for a Christmas bride? (In Seventeen, Nov. 1954, p. 2 of cover) Appl. author: Miss Leslie Munro. © 1Nov54; KK101792.

GOTHAM HOSIERY COMPANY, INC. ©

Color keyed stockings, the biggest thing since nylon. Gotham Gold Stripe. (In the Scranton times, Dec. 10, 1954, p. 36) Appl. author: Stanley Goodman. © 10Dec54; KK102727.

Color keyed to every fashion mood. Gotham Gold Stripe. (In Charm, Oct. 1954, p. 13) Appl. author: Stanley Goodman. © 10Oct54; KK100510.

For you who think in terms of mink. Gotham Gold Stripe lingerie. (In Harper's bazaar, Oct. 1954, p. 75) Appl. author: Stanley Goodman. © 10Oct54; KK100511.

GOULD-NATIONAL BATTERIES, INC. ©

Battery maintenance tip no. 2, from the Gould plus-performance plan. Cut bond between cover and jar. (In Coal age, Nov. 1954) Appl. author: Hutchins Advertising Co., inc. © 8Oct54; KK100574.

Battery maintenance tip no. 2, from the Gould plus-performance plan. Remove cell. (In Electrical world, Nov. 15, 1954) Appl. author: Hutchins Advertising Co., inc. © 8Oct54; KK100575.

Battery users training manual, for lead-acid motive power batteries. 40 p. © 1Apr54; KK98267.

Do-it-yourself maintenance tips from the Gould plus-performance plan. Accidental damage in even the best regulated operations can put a cell out of commission. Sheet. Appl. author: Hutchins Advertising Co., inc. © 18Aug54; KK99546.

Do-it-yourself maintenance tips from the Gould plus-performance plan. Best way to install glass jar cells. Sheet. Appl. author: Hutchins Advertising Co., inc. © 18Aug54; KK99547.

Engineering specifications. Automatic electric industrial hand trucks. Sheet. © 28Jul54; KK102763.

Engineering specifications. Clark Powerworker 26 and 32 electric trucks. Sheet. © 26Aug54; KK102758.

Engineering specifications. Lewis-Shepard electric industrial trucks. Sheet. © 10Aug54; KK102764.

Engineering specifications. The Moto-Truc Co. electric industrial hand trucks. Sheet. © 1May54; KK98268.

Fuse compartment complete with interlock for lefthand receptacle location. Sheet. © 10Aug54; KK102753.

Gould Electruk. General specifications. Folder. © 29Oct54; KK102759.

Gould Electruk general specifications. Short form. Sheet. © 25Aug54; KK102756.

Gould Electruk priority shipping interval. Sheet. © 28Sep54; KK102754.

Gould emergency lighting equipment for nominal 32 volt service. Sheet. © 31Jul54; KK99496.

Gould heavy duty cell in rubber Monobloc container. Gould rubber Monobloc type CCMX. Sheet. © 30Jun54; KK99499.

Gould heavy duty cell in rubber Monobloc container. Gould rubber Monobloc type CMX. Sheet. © 30Jun54 (in notice: 1953); KK99498.

Gould leads on land, on sea, in the air. Sheet. Appl. author: Hutchins Advertising Co., inc. © 15Sep54; KK100173.

Gould standard industrial truck battery assemblies. Steel trays. Folder. © 13Jun54; KK102766.

Gould standard industrial truck battery assemblies. Wood trays. Folder. © 13Jun54; KK102765.

Gould storage batteries for aircraft service. Type AN-3151-2. Sheet. © 11Apr54; KK102767.

Gould storage batteries for aircraft service. Type AN-3152-A. Sheet. © 11Apr54; KK102768.

Gould storage batteries for aircraft service. Type D-6-A. Sheet. © 11Apr54; KK102769.

Gould storage batteries for aircraft service. Type D-88. Sheet. © 10Apr54; KK102772.

Gould storage batteries for aircraft service. Type U-20. Sheet. © 10Apr54; KK102770.

Gould storage batteries for aircraft service. Type U-37. Sheet. © 10Apr54; KK102771.

Gould storage battery rental agreement for electric industrial truck application. Sheet. © 1Mar54; KK98270.

Gould storage battery rental agreement for electric mine locomotive applications. Sheet. © 1Jun54; KK98269.

GOULD-NATIONAL BATTERIES, INC. Cont'd.

Here's money saving tip no. 3 ...
How to change charging plugs. (In
Coal age, Jan. 1955) Appl. au-
thor: Hutchins Advertising Co.,
inc. © 15Nov54; KK102355.

Here's money saving tip no. 3 ...
How to store a wet battery. (In
Electrical world, Dec. 13, 1954)
Appl. author: Hutchins Advertising
Co., inc. © 15Nov54; KK102353.

Here's money saving tip no. 3 ...
Installing diesel, air condition-
ing and car lighting batteries.
(In Modern railroads, Dec. 1954)
Appl. author: Hutchins Advertis-
ing Co., inc. © 15Nov54;
KK102354.

How to select a Diesel starting bat-
tery. Sheet. © 30Jun54;
KK99497.

Outline of 16 cell KRZ or XRZ 9-EX
battery for class 1, group D ap-
plications A. T. Co. truck HF 30
modified. Drawing no. B-93656.
Sheet 2. © 13Jul54; KK102773.

Power packed action for Diesel en-
gine starting. (In Modern rail-
roads, Aug. 1954) Appl. author:
Hutchins Advertising Co., inc.
© 15Jul54; KK98761.

Power packed action for shuttle cars
and locomotives. (In Mechaniza-
tion, Aug. 1954) Appl. author:
Hutchins Advertising Co., inc.
© 15Jul54; KK98762.

Power packed action for telephone,
alarm switchgear and emergency
applications. (In Electrical
world, Aug. 9, 1954) Appl. au-
thor: Hutchins Advertising Co.,
inc. © 15Jul54; KK98760.

Power packed action for today's in-
dustrial trucks. (In Factory man-
agement and maintenance, Aug.
1954) Appl. author: Hutchins Ad-
vertising Co., inc. © 15Jul54;
KK98763.

A quick easy way to determine
battery capacity, by K. A.
Vaughan. Sheet. © 1Sep54;
KK102761.

Rental agreement for Gould Electruk
units. Sheet. © 29Oct54;
KK102755.

Suggested safety check for indus-
trial batteries. Sheet.
© 14Sep54; KK102760.

30 and 60 cell batteries on three
step Struc Steel racks. Drawing
no. 72057. Sheet. © 7Jul54;
KK102757.

12, 24, 30 and 60 cell batteries
on single tier steel and wood
racks. Drawing no. 72074.
Sheet. © 27Jul54; KK102762.

Type KAZA elements for air condi-
tioning and car lighting bat-
teries in two-bridge containers
... Sheet. © 30Jun54; KK99100.

GOULDEN, JAMES H., AND JOHN J. ALE-
GRIA, d.b.a. KMA MANUFACTURING COM-
PANY. SEE KMA Manufacturing Com-
pany.

GOVERNMENT EMPLOYEES INSURANCE COM-
PANIES. ©

Government employees serving the na-
tion in a proud occupation. Hon.
Estes Kefauver speaks. (In the
Washington daily news, Washing-
ton, D. C., May 19, 1954, p. 16)
© 19May54; KK99252.

Government employees serving the
nation in a proud occupation.
Hon. Herbert H. Lehman speaks.
(In the Washington post and times
herald, Washington, D. D., May 12,
1954, p. 7) © 12May54; KK99251.

Government employees serving the na-
tion in a proud occupation. Hon.
Paul H. Douglas speaks. (In the

Evening star, Washington, D. C.,
May 24, 1954, p. A-9) © 24May54;
KK99253.

GRACE CHEMICAL COMPANY. ©

Grace Urea Prills for agriculture.
Folder. © 28Oct54; KK101402.
Nurea feed compound. Label.
© 16Dec54; KK102690.

GRANDMOTHER STOVER'S, INC. ©

Do it yourself party favors 10¢.
Display poster. Appl. author:
John Stover. © 15Jun54; KK98315.

GRANT PULLEY AND HARDWARE CORPORA-
TION. ©

Installation instructions. No. 111
and no. 112 nylon floor guides.
Sheet. © 30Jun54; KK97978.

GRAPHIX DISPLAY, INC. ©

All-American favorite. Miller High
Life cbeer: October. Calendar.
Appl. author: Walter S. Pinter.
© 1Oct54; KK100256.

Enjoy Miller High Life cbeer: now.
December. Calendar. Appl.
author: Walter S. Pinter.
© 1Dec54; KK101609.

Keep cool. Miller High Life beer.
August. Calendar. Appl. author:
Walter S. Pinter. © 1Aug54;
KK99234.

Keep cool with Miller High Life
cbeer: July. Calendar. Appl.
author: Walter S. Pinter.
© 1Jul54; KK99235.

100 years in America. Miller High
Life [beer] January. Calendar.
Appl. author: Walter S. Pinter.
© 1Jan55 (in notice: 1954);
KK102689.

Take it from me. Miller High Life
cbeer: November. Calendar.
Appl. author: Walter S. Pinter.
© 1Nov54; KK101069.

Take some home. Miller High Life
cbeer: September. Calendar.
Appl. author: Walter S. Pinter.
© 1Sep54; KK99682.

GRAVES, COX AND COMPANY, INC. ©

Trafalgar Square. (Men's clothing)
(In the Lexington leader, Lexing-
ton, Ky., Nov. 16, 1954, p. 17)
Appl. author: Graves, Cox & Co.,
inc. © 16Nov54; KK101723.

GRAY-MOORE AGENCY.

T-V jingles. (Sales illustrations)
Sheets. Appl. author: Michael M.
Gray. © Gray-Moore Agency, sub-
sidiary of Nationwide Features
Syndicate; 15Apr54; KK99336.

GREEN, SAM. ©

Live longer, wear Shock Stop shoes.
Label. © 9Nov54; KK101546.

GREEN GIANT COMPANY. ©

The American beauty in peas; the big
sweet ones with the thin skins.
(In Life, Mar. 22, 1954, p. 82)
Appl. author: Leo Burnett Co., inc.
© 19Mar54; KK98490.

The big sweet ones with the flavor
people like best. (Peas) (In
Ladies' home journal, June 1954,
p. 17) Appl. author: Leo Burnett
Co., inc. © 26May54; KK98486.

The big sweet ones with the thin
skins. (Peas) (In Better homes
& gardens, Feb. 1954, p. 89)
Appl. author: Leo Burnett Company,
inc. © 27Jan54; KK98483.

Bonté brand very young sweet peas.
Contents 1 lb. 1 oz. Label.
Appl. author: Ward H. Patton.
© 25Aug54; KK101549.

Bonté brand very young sweet peas
with tiny onions. Contents 1 lb.
1 oz. Label. Appl. author: Ward
H. Patton. © 25Aug54; KK101550.

The cream of the cream style corn.
(In This week, Apr. 4, 1954, p. 35)
Appl. author: Leo Burnett Co., inc.
© 4Apr54; KK98487.

Delicaté brand small young early
June peas. Contents 1 lb. 1 oz.
Label. Appl. author: Ward H.
Patton. © 30Aug54; KK101548.

Get the big sweet ones with the thin
skins. Green Giant peas. (In
Life, Jan. 18, 1954, p. 89)
Appl. author: Leo Burnett Co., inc.
© 15Jan54; KK98492.

Green Giant brand golden sweet corn,
cream style. Contents 1 lb. 1 oz.
Label. Appl. author: Ward H.
Patton. © 8Aug54; KK100107.

Green Giant brand great big tender
sweet peas. Contents 1 lb. 1 oz.
Label. Appl. author: Ward H.
Patton. © 3Jul54; KK100106.

Kounty Kist peas and corn county
prizes. (In American weekly, Jan.
31, 1954, p. 23) Appl. author:
Leo Burnett Co., inc. © 31Jan54;
KK98488.

Kounty Kist peas and corn finest in
the county. (In American weekly,
Apr. 25, 1954, p. 26) Appl. au-
thor: Leo Burnett Co., inc.
© 25Apr54; KK98489.

Kounty Kist peas sweet as a kiss,
honest as mother earth. (In Look,
Mar. 23, 1954, p. 72) Appl. au-
thor: Leo Burnett Co., inc.
© 9Mar54; KK98494.

New corn, you can even see the diff-
erence. New process gives new
Niblets brand ... (In Ladies' home
journal, May 1954, p. 129) Appl.
author: Leo Burnett Co., inc.
© 29Apr54; KK98485.

New flavor, new color, new process,
new Niblets Mexicorn. (In Ladies'
home journal, Jan. 1954, p. 108)
Appl. author: Leo Burnett Co., inc.
© 27Dec53; KK98484.

New flavor spot now at your grocer's.
Niblets whole kernel corn. (In
Life, Feb. 15, 1954, p. 82)
Appl. author: Leo Burnett Co., inc.
© 12Feb54; KK98491.

Niblets brand asparagus cut spears.
Contents 10 1/2 oz. avoird. Label.
Appl. author: Ward H. Patton.
© 2Jun54; KK98691.

Niblets brand fresh corn off the cob.
Contents 12 ounces avoird. Label.
Appl. author: Ward H. Patton.
© 11Aug54; KK100105.

Niblets Mexicorn; corn with red &
green sweet peppers. Contents 12
ounces avoird. Label. Appl. au-
thor: Ward H. Patton. © 14Aug54;
KK100104.

A sweet pair, the big sweet ones with
the thin skins. (Peas & corn)
(In Woman's day, Feb. 1954, p. 60)
Appl. author: Leo Burnett Co., inc.
© 28Jan54; KK98482.

Two ways to enjoy my new corn. Nib-
lets Mexicorn. (In Life, May 24,
1954, p. 87) Appl. author: Leo
Burnett Co. © 21May54; KK98493.

GREENFIELD, HENRY, d.b.a. HENRY GREEN-
FIELD REMEDY. SEE Greenfield (Henry)
Remedy.

GREENFIELD (HENRY) REMEDY.

H-G-R. Directions: Dab on cotton on
area affected. (Pharmaceutical)
Label. © Henry Greenfield, d.b.a.
Henry Greenfield Remedy; 1Sep54;
KK100454.

GRIFFITH, JEAN C., d.b.a. WILTON PROD-
UCTS COMPANY. SEE Wilton Products
Company.

GRISCOM-RUSSELL COMPANY. ©

G-R K-Fin tubing. Bulletin 917.
Folder. Appl. author: Edgar
Fabian Cohen. © 3Jun54; KK97867.

GRO-CORD RUBBER COMPANY. ©

Announcing a great, new, soling material for industrial footwear. Neo-Supreme. (In Boot and shoe recorder, Oct. 15, 1954, p. 62-63) Appl. author: Central Advertising Agency. © 15Oct54; KK101879.

A great new [shoe] sole for industrial workmen. Gro Cork tapper. (In Boot and shoe recorder, June 15, 1954, p. 9) Appl. author: Central Advertising Agency. © 15Jun54; KK98045.

GROLIER SOCIETY, INC. ©

Why mommie? The Book of Knowledge answers your child's questions. (In the Miami herald, Nov. 8, 1954, p. 8-D) Appl. author: Doyle Dane Bernbach, inc. © 8Nov54; KK102369.

Why? Mommy. Why, Mommy, is the snow white? The Book of knowledge. (In Better homes & gardens, Mar. 1953, p. 11) Appl. author: Doyle Dane Bernbach, inc. © 25Feb53; KK98432.

GROSS (A.) CANDLE COMPANY, INC. ©

Tota pulchra es, Maria-tu gloria, tu laetitia, tu honorificentia populi nostri, Amen. 1955 liturgical calendar. © 26Oct54; KK101403.

GROSS (JOHN) AND COMPANY. ©

The Bracken; blended scotch whisky. 4/5 quart. Label. Appl. author: John Gross. © 11Nov54; KK101948.

Diadem Grand Ruby port [wine] Contents 1 pint 6 fluid oz. Label. Appl. author: John Gross. © 9Jul54; KK98941.

Mac 8 blended Scotch whisky. 4/5 quart. Label. Appl. author: John Gross. © 5Nov54; KK101434.

The Whitehall; blended scotch whisky. 4/5 quart. Label. Appl. author: John Gross. © 11Nov54; KK101949.

GROSS MACHINERY COMPANY, INC. ©

Gross free-flo tube filter. Model ATB. (Dry cleaning equipment) Folder. © 2Feb54; KK98068.

GUILLLOW (PAUL K.) INC. ©

New, fascinating, Guillow's ready to fly, all balsa super sabre gliders. Label. Appl. author: Earl Smith. © 29Sep54; KK100563.

GULF PAPER COMPANY, INC. ©

Lacey's mellorine strawberry velva freeze [ice cream] Contents one pint liquid. [Four color design. No.] 111. Label. Appl. author: Morgan H. Sturdivant. © 15Jun54; KK98828.

Santi pasteurized vanilla ice cream. Contents one-half gallon liquid. [Four color design. No.] 108. Label. Appl. author: Morgan H. Sturdivant. © 26Apr54 (in notice: 1953); KK98829.

GULF STREAM PRODUCTS, INC. ©

Crimson King maple [tree] Folder. © 18Nov54; KK101724.

GUNDLACH (G. P.) AND COMPANY, INC. ©

Wilson's mello-pak ice cream. Chocolate. Half gallon liquid. Label. © 8Dec54; KK102350.

Wilson's mello-pak ice cream. Fudge royal. Half gallon liquid. Label. © 8Dec54; KK102349.

Wilson's mello-pak ice cream. Strawberry. Half gallon liquid. Label. Appl. author: Louis B. Lampe. © 8Dec54; KK102348.

Wilson's mello-pak ice cream. Vanilla. Half gallon liquid. Label. Appl. author: Louis B. Lampe. © 8Dec54; KK102347.

GURNEY SEED AND NURSERY COMPANY.

Grow-it guide. Folder. Appl. author: Sidney W. Gurney. © Gurney's, inc., d.b.a. Gurney Seed & Nursery Co.; 15Sep54; KK100077.

Gurney fall catalog for 1954. Pamphlet. Appl. author: Sidney W. Gurney. © Gurney's, inc., d.b.a. Gurney Seed & Nursery Co.; 1Aug54; KK99543.

GURNEY'S, INC., d.b.a. GURNEY SEED

AND NURSERY COMPANY. SEE Gurney Seed and Nursery Company.

GYRO BRASS MANUFACTURING CORPORATION. ©

Now, a single handle kitchen faucet that eliminates the 3 causes of faucet failure. The new Gyro TwinDish. Plus these 7 extra selling features. (In Domestic engineering, June 1954, p. 102) © 7Jun54; KK98012.

Now, a single handle kitchen faucet that eliminates the 3 causes of faucet failure. The new Gyro TwinDish. Plus these 6 extra selling features. (In Domestic engineering, July 1954, p. 97) © 2Jul54; KK101383.

Now, the only single handle mixing faucet with these 8 important selling features. The new Gyro TwinDish. (In Domestic engineering, May 1954, p. 73) © 3May54; KK98174.

H

HAGAN CORPORATION. ©

Blast furnace blower control. Bulletin MSA-114. Folder. © 29Sep54; KK101885.

Blast furnace tuyere air proportioning control system. Bulletin MSA-115. Folder. © 29Sep54; KK101886.

Hagan control applied to paper drying systems. Bulletin HS-1531. Sheet. © 1Nov54; KK101884.

The Hagan ring balance meter applied to high pressure steam flow measurement, using pipe friction. Bulletin MSA-110. Folder. © 3Sep54; KK101887.

The Hagan ring balance meter for 2000 psi hydraulic press control. Bulletin MSA-109. Folder. © 20Sep54; KK101889.

Hagan ring balance meters measure flow in Parshall flumes. Bulletin HS-11501. Sheet. © 8Nov54; KK101883.

The Hagan ring balance net solids meter. Bulletin SP-18-54-M. Folder. © 23Jul54; KK101890.

Ratio control with the Hagan ring balance dual meter as applied to gas mixing. Bulletin MSP-113. Folder. © 29Sep54; KK101888.

Soaking pit operation improved by using the Hagan ring balance gas density meter. Bulletin HS-4531. Sheet. © 8Nov54; KK101891.

HALFHILL COMPANY, INC. ©

Best buy, albacore white meat tuna. cWhite label: Contents: 7 oz. avoir. Appl. author: Gerald P. Mertens. © 28Sep53; KK98317.

Best buy, chunk style tuna. cGreen label: Contents: 6 oz. avoir. Appl. author: Gerald P. Mertens. © 23Sep53; KK98319.

Best buy, fancy solid pack tuna. cBlue label: Contents: 7 oz. avoir. Appl. author: Gerald P. Mertens. © 28Sep53; KK98320.

Best buy, Jack Mackerel. cRed label: Contents: 15 oz. avoir. Appl. author: Gerald P. Mertens. © 28May53; KK98316.

Best buy, white meat chunk style tuna. cWhite label: Contents: 6 oz. avoir. Appl. author: Gerald P. Mertens. © 28Sep53; KK98318.

HALL (ANTHONY) ASSOCIATES. ©

Do you use frozen cobwebs? (Ice merchandising) Folder. © 16Aug54; KK99265.

Ever scramble eggs with a shovel? (Ice) Folder. © 8Jun54; KK98907.

You can't fool Sherlock. (Ice merchandising) Card. © 5Oct54; KK100508.

HALL (ROBERT) CLOTHES, INC. ©

Fall savings spree. (In Life, Sept. 13, 1954, p. 154-155) © 13Sep54; KK100300.

Here's the suit the experts said could not be sold for less than \$40. Westerfield flannel suits. (In Sports illustrated, Sept. 13, 1954, p. 8) © 13Sep54; KK100330.

HALL LABORATORIES, INC. ©

Primary water treatment. Hall Plant-Wide Water Service, boiler water conditioning ... 5 p. © 18Jun54; KK98048.

HAMILTON MANUFACTURING CORPORATION. ©

Cosco child's rocker. Sheet. © 9Sep54; KK99748.

Cosco side chairs, ideal for conference and reception rooms. Folder. © 12Oct54; KK101473.

Cosco super deluxe posture step stool with foam rubber seat. Sheet. © 16Aug54; KK99418.

Cosco's dealing you in. Cosco fashionfold card tables and chairs. (In Retailing daily, Sept. 2, 1954, p. 7) © 2Sep54; KK99732.

First and only step stool ... New Cosco super deluxe posture step stool with foam rubber seat. (In Hardware retailer, Sept. 1954, p. 342) © 7Sep54; KK100018.

Free window decal lists business hours, identifies your store as Cosco headquarters. Cosco metal household furniture. Sheet. © 22Sep54; KK100141.

New, charcoal wood-grain finish on Cosco de luxe tray carts and drop leaf utility carts. Sheet. © 22Jun54; KK98288.

New Cosco fashionfold chairs and tables. © 23Mar54; KK99124.

New Cosco tray cart, with the top that doubles as a serving tray. Sheet. © 15Jul54; KK98668.

New, display stand for Cosco Fashionfold chairs and tables. Sheet. © 18Jun54; KK98289.

New from Cosco. (Metal juvenile furniture) Sheet. © 18Jun54; KK98290.

Proof, the best buy in office chairs is Cosco. (In Business week, Aug. 14, 1954, p. 141) © 13Aug54; KK99327.

Proof, the best buy in office chairs is Cosco. (In Business week, Aug. 14, 1954, p. 141) Appl. author: Ruthrauff & Ryan, inc. © 14Aug54; KK99927.

We're drumming up Cosco business for you this fall. Cosco tray cart. (In Housewares review, July 1954, p. 76) © 25Jun54; KK98669.

A work center, a storage unit, a handsome serving cart. Cosco tray cart. (In Ladies' home journal, v. 71, no. 9, p. 131) © 25Aug54; KK99908.

You'll sell more Cosco office chairs if you know how. Pamphlet. © 2Nov54; KK101534.

HAMMOND ORGAN COMPANY. ©

Can this be true? You playing lovely organ music in 30 minutes? Of course you don't believe it now. The Hammond chord organ. (In Coronet, June 1954, p. 13) Appl. author: Young & Rubicam, inc. © 21May54; KK98554.

Can this be true? You playing lovely organ music in 30 minutes? You don't believe it at first. The Hammond chord organ. (In Look, Apr. 20, 1954, p. 51) Appl. author: Young & Rubicam, inc. © 6Apr54; KK98557.

Church goers. Yes, church-going people of almost every denomination ... (In Time, Apr. 26, 1954, p. 38) Appl. author: Young & Rubicam, inc. © 22Apr54; KK99959.

Facts to consider when buying a new organ. (In Christian herald, Oct. 1954, p. 67) Appl. author: Young & Rubicam, inc. © 25Sep54; KK102105.

Family goes musical. Mother tells how family found fun ... (In Ebony, Oct. 1954, p. 27) Appl. author: Young & Rubicam, inc. © 8Sep54; KK102106.

Find the full joy of music by playing it yourself. (In American home, June 1954, p. 94) Appl. author: Young & Rubicam, inc. © 25May54; KK99961.

Free, 49 tested ways to raise money for a church organ. (In Newsweek, May 24, 1954, p. 48) Appl. author: Young & Rubicam, inc. © 20May54; KK99960.

How Basie takes it easy. (In Ebony, Sept. 1954, p. 15) Appl. author: Young & Rubicam, inc. © 11Aug54; KK100595.

How I turned idle leisure into a creative hobby in 30 minutes. The Hammond chord organ. (In Life, June 7, 1954, p. 115) Appl. author: Young & Rubicam, inc. © 4Jun54; KK98556.

How your church can afford a new organ. (In Newsweek, Sept. 20, 1954, p. 10) Appl. author: Young & Rubicam, inc. © 16Sep54; KK100594.

Now every church can afford beautiful organ music. (In Town journal (Pathfinder), June 1954, p. 47) Appl. author: Young & Rubicam, inc. © 24May54; KK98572.

Professional couple relaxes with the Hammond chord organ. [Endorsed by] Dr. F. P. LeVan. (In the Saturday evening post, Sept. 18, 1954, p. 93) Appl. author: Young & Rubicam, inc. © 15Sep54; KK100593.

Strictly personal. Five people tell the impact on their lives of music's most glorious voice. [Endorsed by] Count Basie [and 4 others] (In Ebony, June 1954, p. 62-63) Appl. author: Young & Rubicam, inc. © 12May54; KK98555.

Thinking about a new organ? Save these facts ... (In Christian herald, Apr. 1954, p. 42-43) Appl. author: Young & Rubicam, inc. © 25Mar54; KK99958.

Thinking about a new organ? Save these facts ... (In Extension, May 1954, p. 40-41) Appl. author: Young & Rubicam, inc. © 10Apr54; KK98559.

Thinking about a new organ? Save these facts ... (In the National Jewish monthly, May 1954, p. 8-9) Appl. author: Young & Rubicam, inc. © 10May54; KK99573.

Thinking about a new organ? These facts can help you choose ... (In Christian life, Apr. 1954, p. 10) Appl. author: Young & Rubicam, inc. © 15Mar54; KK99957.

You play, and you feel the tension leave. (In American home, Sept. 1954, p. 7) Appl. author: Young & Rubicam, inc. © 25Aug54; KK102104.

You touch the keys, and a new world of music opens. (In Etude, May 1954, p. 53) Appl. author: Young & Rubicam, inc. © 22Apr54; KK98558.

HANLON CHEMICAL COMPANY. ©

Waterless Vibra-Clean, the all-purpose hand cleaner. 1 pint by volume. Label. © 31Oct49; KK101965.

Waterless Vibra-Clean, the all-purpose skin cleanser. Net weight, two pounds. [Polyethylene bag] Label. Appl. author: Patrick George Hanlon. © 4Jan54; KK101964.

HANNAY (CLIFFORD B.) AND SON, INC. ©

Hannay, greatest name in hose reels. Appl. author: Hevenor Advertising Agency, inc. © 15Oct54; KK102051.

Hannay hose reels for fire fighting equipment. Folder. Appl. author: Hevenor Advertising Agency, inc. © 16Jul54; KK99081.

LPG dual hose reels, for both liquid and vapor-return hoses on one reel. Sheet. Appl. author: Hevenor Advertising Agency, inc. © 30Sep54; KK100423.

HANSEN'S (CHR.) LABORATORY, INC. ©

Junket brand fondant mix for making fine candies and frostings. 12 oz. net. Label. Appl. author: James Harley Nash. © 17Nov54; KK101767.

HANSON (HENRY L.) COMPANY. ©

Information chart. Hanson high speed drills, Ace taps and dies. Card. Appl. author: H. Lyoyd Hanson. © 30Sep54; KK100477.

HARBINSON (JAMES K.) AND COMPANY, INC. ©

Insoluble Sealant, a high grade engineering product for OEM & maintenance service. 5 lbs. net weight. Label. Appl. author: James K. Harbinson. © 28Jul54; KK99507.

HARDINGE COMPANY, INC. ©

Hardinge lime slakers. Bulletin no. 50. 4 p. Appl. author: Harlowe Hardinge. © 1Oct54; KK100701.

HARETIK, S. J., AND I. W. MCCULLBEY, d.b.a. BLACO MANUFACTURING COMPANY. SEE Blaco Manufacturing Company.

HARMAN PROCESS COMPANY. ©

Harman Vel-O-Weld casting welding process. Folder. Appl. author: Richard W. Mithoff. © 5Jul54; KK98227.

HARRISS (LLOYD J.) PIE COMPANY. ©

Lloyd J. Harriss apple pie. Net weight 1 pound-8 ounces. Label. © Lloyd J. Harriss Pie Co. (in notice: Michigan Lloyd J. Harriss Pie Co.); 14Oct54 (in notice: 1953); KK101729.

Lloyd J. Harriss blueberry pie. Net weight 1 pound-8 ounces. Label. © Lloyd J. Harriss Pie Co. (in notice: Michigan Lloyd J. Harriss Pie Co.); 14Oct54 (in notice: 1953); KK101730.

Lloyd J. Harriss cherry pie. Net weight 1 pound-8 ounces. Label. © Lloyd J. Harriss Pie Co. (in notice: Michigan Lloyd J. Harriss Pie Co.); 15Oct54 (in notice: 1953); KK101731.

Lloyd J. Harriss mince pie. Net weight 1 pound-8 ounces. Label. © 11Oct54; KK101732.

Lloyd J. Harriss pumpkin pie. Net weight 1 pound-8 ounces. Label. © 11Oct54; KK101728.

Lloyd J. Harriss strawberry pie. Net weight 1 pound-8 ounces. Label. © 11Oct54; KK101733.

Lloyd J. Harriss strawberry pie. Net weight 1 pound 8 ounces. Label. © Michigan Lloyd J. Harriss Pie Co.; 4Aug54; KK99219.

HARROWER LABORATORY, INC. ©

Calcium in prenatal nutrition. Calcisalin. (Pharmaceutical) 12 p. Appl. author: Russell H. Babb. © 1Jun54; KK102399.

HART, SCHAFFNER AND MARX. ©

There's all the difference in the world between cold comfort and cool comfort. (Clothing) (In the Saturday evening post, May 9, 1953, p. 175) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9May53; KK101208.

HARTWELL, MARJORIE.

Puz'l Lotto; animals. SEE Platt and Munk Company, inc.

Puz'l Lotto; objects. SEE Platt and Munk Company, inc.

Puz'l Lotto; things that go. SEE Platt and Munk Company, inc.

HAUGAN ADVERTISING, INC. ©

Our stor-ad features. (Retail drug merchandise) Poster. Appl. author: A. S. Haugan. © 15Oct54; KK101479.

Your \$ave \$enter drug store. Noxzema medicated skin cream. Poster. Appl. author: A. S. Haugan. © 15Oct54; KK101480.

HAWAIIAN PINEAPPLE COMPANY, LTD. ©

Dole Hawaiian pineapple pie filling. Contents 1 lb. 5 1/2 oz. Label. Appl. author: John Shafer. © 25Sep54; KK101199.

HAWLEY AND HOOPS, INC. ©

Star Bursts fruit pectin candies. Net weight 1 lb. Label. © 15Oct54; KK100820.

HAYS, CECIL LAWRENCE. ©

Heights Theatre. Boys, girls, get free prizes with junior showman certificates. (Children's toys) Sheet. © 1Jun54; KK100844.

HEIDELBERG BREWING COMPANY. ©

The good word is spreading mighty fast. The velvet tang. (In the Tacoma news tribune, Aug. 24, 1954, p. 13) © 24Aug54; KK100812.

What's the good word? Have a Heidelberg, the light, dry beer. (In the Idaho evening statesman, June 14, 1954, p. 3) © 14Jun54; KK98413.

HEILEMAN (G.) BREWING COMPANY. ©

Ask for the beer of the Grenadier. Aged longer, far longer. Heileman's old style lager. Do you know this about beer? (In Chicago daily tribune, June 29, 1954, p. 16) Appl. author: Leo Burnett Co., inc. © 29Jun54; KK100096.

Ask for the beer of the Grenadier. Aged longer, far longer. Why do we still age Heileman's old style lager the slow natural way? (In Chicago daily tribune, Aug. 26, 1954, p. 1) Appl. author: Leo Burnett Co., inc. © 26Aug54; KK100095.

HEINER'S BAKERY. ©

Honey-Egg brand enriched bread. Wt. 1 lb. or over. Label. © 1Mar52; KK102161.

HEINN COMPANY. ©

Confidential catalog data sheet. (Loose-leaf binders) Sheet. Appl. author: Paulson-Gerlach & Associates, inc. © 27Dec54; KK102785.

How to get the most out of sales helps. (Loose-leaf binders) Folder. Appl. author: Paulson-Gerlach & Associates, inc. © 10Oct54; KK100333.

Look at your catalog through the buyer's eyes. (Loose-leaf binders) Folder. Appl. author: Paulson-Gerlach & Associates, inc. © 27Sep54; KK100180.

HELI-COIL CORPORATION. ©

The Heli-Call. Nov. 1954. (Inserts) Folder. Appl. author: Elmer Gischel. © 1Nov54; KK101777.

HELLER-DELTAA COMPANY, INC. ©

Beads for tweeds. A fashion first, by La Tausca. (In the New York times magazine (Fashions of the time), Sept. 12, 1954, p. 58) Appl. author: Irving Berk Co., inc. © 12Sep54; KK101144.

White Fire. A fashion first, by La Tausca. (Jewelry) (In Harper's bazaar, Sept. 1954, p. 85) Appl. author: Irving Berk Co., inc. © 1Sep54; KK100641.

HEMIGA TOOL COMPANY. ©

Save time in layout work. Folder. Appl. author: William Lenard Smith. © 25Jun54; KK100455.

HENDRICK, J. ROBERT, d.b.a. ROBERT

HENDRICK PRODUCTS COMPANY. SEE Hendrick (Robert) Products Company.

HENDRICK (ROBERT) PRODUCTS COMPANY.

Jeff, the king of cleaners. Net wt. 10 1/2 oz. Label. © J. Robert Hendrick, d.b.a. Robert Hendrick Products Co.; 20Nov54; KK102027.

HERCULES POWDER COMPANY. ©

American sporting scenes. The antelope hunter, by Peter Hurd. Calendar. © 15Oct54; KK101036.

LacQuotes, published in the interest of quality lacquers. Folder. Appl. author: Evelyn S. Reinhardt. July 1954. © 23Jul54; KK98695.

News about Toxaphene in Mississippi. (Insecticide) Folder. Appl. author: Edwin H. Ginn. July 1954. © 26Jul54; KK98696.

Overseas with Hercules. (Protective coatings) Folder. Appl. author: Evelyn S. Reinhardt. Sept. 1954. © 13Sep54; KK100054.

Dec. 1954. © 26Nov54; KK102343.

Powder guide. (Smokeless powders) Folder. Appl. author: J. Whitford Dolson. © 10Sep54; KK100452.

Refiner's [filming] inhibitor injection guide. Folder. Appl. author: J. Whitford Dolson. © 11Oct54; KK100813.

Syntips, for users of Hercules synthetic products. Folder. Appl. author: Evelyn S. Reinhardt. July 1954. © 30Jul54; KK98997.

HERSCHEL (R.) MANUFACTURING COMPANY. ©

Bolt prices, current. Suggested retail prices simplified. Display poster. © 21Sep54; KK100110.

HICKOK MANUFACTURING COMPANY.

Florentones by Hickok. For 1953's most distinguished design ... Florentone western belts. (In Esquire, Dec. 1953, p. 4 of cover) Appl. author: Kastor, Farrell, Chesley & Clifford, inc. © Hickok Mfg. Co., a.k.a. Hickok; 6Nov53; KK101600.

Hickok origination sets men's fashion fire. New Hickok Bola tie. (In Collier's, Sept. 3, 1954, p. 49) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 20Aug54; KK99688.

HIGH PRESSURE EQUIPMENT COMPANY.

Quotation; Hip, hip, hurray, there is something new in high pressure [research] equipment. Sheet. © W. Derrick Johnston, d.b.a. High Pressure Equipment Co.; 10Oct54; KK101151.

HILLS BROTHERS COFFEE, INC. ©

Cup after cup, pound after pound you can count on Hills Bros. ☐Hand & cup in center; row of cups & cans at left (In Indianapolis star, Oct. 30, 1953, p. 17) Appl. author: N. W. Ayer & Son, inc. © 30Oct53; KK98347.

Cup after cup, pound after pound you can count on Hills Bros. coffee. ☐Filmstrip (In South Bend tribune) Appl. author: N. W. Ayer & Son, inc. © 10Oct53; KK98348.

Day after day, cup after cup, pound after pound, you can count on Hills Bros. never-changing goodness. [7 illus.; coffee can] (In Daily Palo Alto times, Mar. 25, 1954, p. 4) Appl. author: N. W. Ayer & Son, inc. © 25Mar54; KK100528.

Day after day, cup after cup, pound after pound, you can count on Hills Bros. never-changing goodness. With the price of coffee what it is today ... (In the Mirror, Los Angeles, Feb. 25, 1954, p. 6) Appl. author: N. W. Ayer & Son, inc. © 25Feb54; KK100529.

Free coupon worth 10¢, on your purchase of a can of Hills Bros. coffee. (In Los Angeles times, June 25, 1954) Appl. author: N. W. Ayer & Son, inc. © 25Jun54; KK100534.

How do you like your coffee? Hot, warm, cool, iced, black, with cream, with sugar. (In the Mirror, Los Angeles, May 10, 1954, p. 3) Appl. author: N. W. Ayer & Son, inc. © 10May54; KK100533.

Pound after pound after pound after pound, you can count on Hills Bros. never-changing goodness. ☐8 cans (In Daily Palo Alto times, Mar. 11, 1954, p. 21) Appl. author: N. W. Ayer & Son, inc. © 11Mar54; KK100532.

They're going fast. Be sure you get your free Hills Bros. coffee-guide. (In the San Francisco news, Oct. 9, 1953, p. 18) Appl. author: N. W. Ayer & Son, inc. © 9Oct53; KK99125.

Time after time, cup after cup, pound after pound, you can count on Hills Bros. never-changing goodness. [7 cups & 1 can] (In the San Francisco news, Jan. 14, 1954, p. 14) Appl. author: N. W. Ayer & Son, inc. © 14Jan54; KK100535.

Time after time, cup after cup, pound after pound, you can count on Hills Bros. never-changing goodness. Why blame yourself when your coffee's good one time and bad the next? (In Los Angeles times, Jan. 27, 1954, p. 6) Appl. author: N. W. Ayer & Son, inc. © 27Jan54; KK100531.

Time after time, pound after pound, cup after cup you can count on Hills Bros. (In Indianapolis star, Oct. 8, 1953, p. 29) Appl. author: N. W. Ayer & Son, inc. © 8Oct53; KK98350.

To help you make the best coffee you ever tasted. Free, new Hills Bros. coffee-guide. (In San Diego union, Sept. 10, 1953, p. 6F) Appl. author: N. W. Ayer & Son, inc. © 10Sep53; KK98349.

Two cups for a nickel. A cup of coffee. (In the Daily sun, San Bernardino, Calif., Feb. 16, 1954, p. 13) Appl. author: N. W. Ayer & Son, inc. © 16Feb54; KK100530.

HILMER, ALFRED M. ©

Blend of 8 spices, complete chilli powder seasoning. Folder. © 15Dec54; KK102729.

Chilli seasoning. AMH American chilli. Net wt. 1 1/4 pounds. Label. © 15Dec54; KK102731.

Seasoning. AMH chilli recipe. Net wt. 2 oz. Label. © 7Dec54; KK102730.

HINKEL, ARTHUR H., d.b.a. ARROWAY LABS. SEE Arrowway Labs.

HITS OF THE MONTH CLUB, INC., d.b.a. RECORD-OF-THE-MONTH-CLUB. SEE Record-of-the-Month-Club.

HOAGUE-SPRAGUE CORPORATION. ©

Campus Junior deluxe shoes. C 310 B. (Shoe boxes) Label. © 7Oct54; KK101032.

Miss Linda-Sue, by Ideal. M 367 AB. (Shoe boxes) Label. © 18Nov54; KK101799.

Proper Stride for boys and girls; arch feature. P 1857 A. (Shoe boxes) Label. © 8Dec54; KK102418.

Southern Belle. S 635 AB. (Shoe boxes) Label. © 8Jul54; KK98251.

HOBBS (H. J.) AND COMPANY, INC. ©

New design, new power, new performance, with the Hobbs Hydro-Lift hydraulic elevator power unit. Bulletin 101. Folder. Appl. author: Drennan W. Hart. © 27Aug54; KK99522.

HOBSON, CRYSTAL JACKSON. ©

Plan-a-meal means more pleasant moments for the woman who works. (Menus, aids & suggestions for the busy homemaker) Label. © 25May54; KK99879.

HOFFMAN BEVERAGE COMPANY. ©

Atlantic City loves Hoffman, because it's Atlantic City's only complete line of real fruit beverages with no preservatives. Appl. author: Warwick & Legler, inc. © 11Aug54; KK99346.

Trenton discovers nothing tastes better than Hoffman real fruit beverages. (In Trenton evening times, June 30, 1954, p. 34) Appl. author: Warwick & Legler, inc. © 30Jun54; KK98909.

Trenton loves Hoffman, because it's Trenton's only complete line of real fruit beverages with no preservatives. (In Trenton evening times, Aug. 4, 1954, p. 29) Appl. author: Warwick & Legler, inc. © 4Aug54; KK99344.

Two year study reveals why you feel better when you mix with Hoffman. (In New York herald tribune, Oct. 28, 1954, p. 30) Appl. author: Warwick & Legler, inc. © 28Oct54; KK101773.

University research now proves why you feel better when you mix with Hoffman. ☐2 bottles & 4 glasses (In the New York times, Oct. 14, 1954, p. 39) Appl. author: Warwick & Legler, inc. © 14Oct54; KK101103.

HOFFMAN BEVERAGE COMPANY. Cont'd.

University research now proves why you feel better when you mix with Hoffman. By quickening the passage of the alcoholic liquid. c3 bottles. (In New York herald tribune, Nov. 4, 1954, p. 27) Appl. author: Warwick & Legler, inc. © 4Nov54; KK101772.

University research now proves why you feel better when you mix with Hoffman. When drinks are taken straight or mixed ... c3 bottles. (In New York herald tribune, Oct. 21, 1954, p. 16) Appl. author: Warwick & Legler, inc. © 21Oct54; KK101774.

Vineland loves Hoffman, because it's Vineland's only complete line of real fruit beverages with no preservatives. (In Vineland times-journal, Aug. 11, 1954, p. 3) Appl. author: Warwick & Legler, inc. © 11Aug54; KK99345.

HOFFMASTER COMPANY, INC. ©

Cellutex 400. 40 cocktail [paper] napkins. Label. Appl. author: Howard H. Monk. © 31Dec53; KK98686.

Table Grace fibernit cellulose dinner napkins. 50 triple-thick, dinner size, full 17 inches square. Label. Appl. author: Howard H. Monk. © 31Dec53; KK98685.

HOLBROOK HOUSEWARES CORPORATION. ©

Holbrook Housewares presents the Simmering [electric] Trivet. Catalogue no. 954. Sheet. Appl. author: Jacob David Levit. © 30Sep54; KK100387.

HOLLAND, NEWTON EDWIN. ©

The story of Hollands of Rochester well-bread animals. (Bread stuffs) Folder. © 13Nov54; KK102385.

HOLLAND (REGINALD H.) INC. ©

Alcoholics were drunkards then, Dr. Saxe. (Vitamin pills) Sheet. © 8Nov54; KK101526.

Another look at voodoo, Dr. Saxe. (Vitamin pills) Sheet. © 16Aug54; KK99269.

A continuous cycle, Dr. Saxe. (Vitamin pills) Sheet. © 19Jul54; KK98765.

A matter of weight, Dr. Saxe. (Vitamin pills) Sheet. © 13Sep54; KK99846.

No two exactly alike, Dr. Saxe. (Vitamin pills) Sheet. © 6Dec54; KK102180.

We are as the land, Dr. Saxe. (Vitamin pills) Sheet. © 11Oct54; KK100763.

HOLLAND-RANTOS COMPANY, INC. ©

A complete unit for approved conception control. Koromex Compact. (Gynecological supplies) Folder. Appl. author: Leo Coel. © 8Oct54; KK100515.

Now, hospital face masks for home use. Rantex mask. Folder. Appl. author: Leo Coel. © 25Oct54; KK101054.

Nylmerate antiseptic solution concentrate 1:500. (Pharmaceutical) Folder. Appl. author: Leo Coel. © 15Oct54; KK100762.

HOLLINGSHEAD (R. M.) CORPORATION. ©

Wrap it up and save it with Cocoon, by Hollingshead. (Plastic coating) 4 p. Appl. author: Henry B. Kreer. © 21Oct54; KK101627.

HOLLINGSWORTH, FRED LEE. ©

The lost cow; puzzle. Sheet. © 1Jun54; KK97809.

HOLLYWOOD-MAXWELL COMPANY. ©

Hollywood-Maxwell, the wonderful wizard of bras does wonders for you. (In Mademoiselle, Oct. 1954, p. 143) © 27Sep54; KK100726.

HOLMES AND EDWARDS DIVISION, INTERNATIONAL SILVER COMPANY. SEE International Silver Company.

HOLSUM UNIFIED BAKERS. ©

Here's a zesty sandwich that's healthful as well. (Bread) (In the Salina journal, July 22, 1954, p. 13) Appl. author: William Lee Goodman, Jr. © 22Jul54; KK99656.

Hot dogs are a tasty source of vitamin B1. Holsum rolls with hot dogs, here's a perfect pair. (In the Salina journal, July 1, 1954, p. 13) Appl. author: William Lee Goodman, Jr. © 1Jul54; KK98122.

Sandwich spreads are quick, delicious meal-makers. (Bread) (In the Salina journal, July 15, 1954, p. 13) Appl. author: William Lee Goodman, Jr. © 15Jul54; KK99655.

Tasty luncheon meats give you protein aplenty. (Bread) (In the Salina journal, July 8, 1954, p. 11) Appl. author: William Lee Goodman, Jr. © 8Jul54; KK99659.

HOMASOTE COMPANY. ©

The universal section builds all four. (Building materials) Folder. Appl. author: R. T. O'Connell Co. © 10Sep54; KK99859.

HONEY-EGG COMPANY, INC. ©

Cowan's Honey-Egg brand enriched bread. Wt. 1 lb. or over. Label. © 22Nov54; KK102160.

HONG HING AND COMPANY. ©

Ho-Ho brand food seasoning. Label. Appl. author: Raymond Lowe. © 8Sep54; KK101466.

HOOVER, CAROLYN, AND PAUL HOOVER, d.b.a. HOUSE OF HARDTOPS. SEE House of Hardtops.

HOOVER, PAUL, AND CAROLYN HOOVER, d.b.a. HOUSE OF HARDTOPS. SEE House of Hardtops.

HOPP PRESS, INC. ©

Introducing a complete Hopp line of all new-all chrome mass display fixtures. Folder. © 8Nov54; KK101544.

HORLICK, ARNOLD A. ©

Sundae Topper Chocaloat food drink supplement; an all purpose syrup. Chocolate flavor. Net wt. 8 oz. Label. © 7Dec54; KK102361.

Sundae Topper Chocomint; chocolate-mint flavor. Net wt. 8 oz. (Syrup) Label. © 16Nov54; KK101587.

HOSAKA LURE COMPANY.

Bugsy is a semi-weedless wobbling, wiggling cfish lure ...; instructions. Label. © Fred Hosaka, d.b.a. Hosaka Lure Co.; 2May54; KK97834.

HOSIERY FASHIONS. ©

Always the hit of the show, full-fashioned stockings. Appl. author: William Jenkins Advertising. © 20Sep54; KK100114.

The peak of holiday fashion, full-fashioned stockings. Appl. author: William Jenkins Advertising. © 19Nov54; KK101953.

See your legs as others see them. Yes, it's the seam in your stockings that flatters your ankles ... Appl. author: William Jenkins Advertising. © 16Jul54; KK98470.

A study in fashion, with full-fashioned, of course. Appl. author: William Jenkins Advertising. © 16Aug54; KK99384.

Where fashion goes, there goes full-fashioned. Appl. author: William Jenkins Advertising. © 15Oct54; KK100949.

HOT DOG CIRCUS ENTERPRISES, INC. ©

4 big hot dogs only 39¢, less than half price. Folder. Appl. author: James E. Hoover (Wheeler-Kight & Gainey, inc., Advertising Agency) © 20Jul54; KK99447.

HOTEL HURTH. ©

Little Miss Gor-Mae. (Food) Label. Appl. author: Ken F. Hull. © 26Aug54; KK99479.

HOUSE OF DOLLS. ©

I am Patty Pigtales. (Doll clothes) Label. Appl. authors: William G. Connelly & Richard S. Webster. © 26May54; KK98830.

HOUSE OF HARDTOPS.

The house of hardtops. (Automobiles) Label. © Paul Hoover & Carolyn Hoover, d.b.a. House of Hardtops; 18Oct54; KK102166.

HUBBARD, LEIGHTON D., d.b.a. HUBBARD COMPANY. SEE Hubbard Company.

HUBBARD COMPANY.

Chicken on a stick. [Colored photograph] Label. © Leighton D. Hubbard, d.b.a. Hubbard Co.; 7Jun54; KK98046.

Shrimp boat. Jumbo shrimp. [Colored photograph] Label. © Leighton D. Hubbard, d.b.a. Hubbard Co.; 7Jun54; KK98047.

HUCKEBA, PAUL ALWYN, d.b.a. ENTERPRISE SALES COMPANY. SEE Enterprise Sales Company.

HUDEPOHL BREWING COMPANY. ©

Enjoy the weekend with the new Hudepohl week-ender. (In the Cincinnati enquirer, Sept. 2, 1954, p. 23) Appl. author: Ronald S. West. © 2Sep54; KK99699.

Good girl, they're calling for 14-K. (In Chillicothe gazette, Dec. 3, 1954, p. 15) Appl. author: Ronald S. West. © 3Dec54; KK102577.

HUDNUT, RICHARD. ©

New discovery. Pin-Quick, the lanolized pin-curl permanent with magic curl-control. Folder. © 30Sep54; KK100723.

Richard Hudnut quick, simplified new home permanent. Folder. © 1Jun54; KK98155.

HUFFMAN MANUFACTURING COMPANY. ©

And now for the jackpot question. Huffy [lawn mowers] Folder. Appl. author: Horace McKee Huffman, Jr. © 25Oct54; KK100770.

Huffy brings you this bigger, better line for 1955. 3 electric rotary mowers, 6 gas rotary mowers, 2 gas reel mowers, new Huffy lawn sweepers. Catalog page. Appl. author: Horace McKee Huffman, Jr. © 26Jul54; KK98678.

The Huffy key dealer plan. (Lawn mowers) Envelope. Appl. author: Horace McKee Huffman, Jr. © 30Jul54; KK100766.

The Huffy key dealer plan, 1955. (Lawn mowers) Folder. Appl. author: Horace McKee Huffman, Jr. © 30Jul54; KK100768.

I'm Bill Stern, and I'll be with you in Sunset, the magazine of western living. Huffy [lawn mowers] Folder. Appl. author: Horace McKee Huffman, Jr. © 13Oct54; KK100765.

See the '55 Huffy [lawn] mowers. Sheet. Appl. author: Horace McKee Huffman, Jr. © 30Jul54; KK100769.

See you in the Saturday evening post. Huffy [lawn mowers] Folder. Appl. author: Horace McKee Huffman, Jr. © 25Sep54; KK100767.

HUMBLE-MUNDIS COMPANY, INC. © 25th anniversary. (Heating & cooling equipment) Label. Appl. author: John Thomas Hines. © 30Aug54; KK100260.

HUMOR HOUSE. © From Humor House. (General novelty merchandise & giftware) Label. Appl. authors: William Feldman & Ruth Feldman, d.b.a. Humor House. © 16Aug54; KK100332.

HUMPHRIES, WILLIAM W. © Skipper's window glass cleaner. Net weight: One gram. Label. © 7Jul53; KK98105.

HUNT, LEON, JR. AND HENRY J. MARTIN, sole owners, HUNT AND MARTIN MANUFACTURING COMPANY. SEE Hunt and Martin Manufacturing Company.

HUNT AND MARTIN MANUFACTURING COMPANY. Rain, snow or night-time, the automatic doorman opens and closes your garage doors. Folder. © Hunt & Martin Mfg. Co., Leon Hunt, Jr. & Henry J. Martin, sole owners; 22Jun54; KK99641.

HUNT FOODS, INC. © Deliciously yours. Hunt's tomato catsup. [Hamburger, waffles & pickles] (In Life, Aug. 9, 1954, p. 34) Appl. author: Young & Rubicam, inc. © 6Aug54; KK100596.

Deliciously yours. Hunt's tomato catsup. [Pot roast, browned potato cake & kale] (In Life, June 14, 1954, p. 46) Appl. author: Young & Rubicam, inc. © 11Jun54; KK99962.

Deliciously yours. Hunt's tomato catsup. [Shrimp] (In American weekly (Seattle post intelligencer) Mar. 14, 1954, p. 19) Appl. author: Young & Rubicam, inc. © 14Mar54; KK97883.

HURD, PETER. American sporting scenes. SEE Hercules Powder Company.

HURTH HOTEL. SEE Hotel Hurth.

HUSLIN, STANLEY, t.a. ACTANE CHEMICAL COMPANY. SEE Actane Chemical Company.

HYDROPONIC CHEMICAL COMPANY, INC. © CaroneX, specially processed charcoal house plant aid. Net wt. 1 ounce. Label. © 15Dec54; KK102590.

MosoneX, specially prepared peat moss plant aid. Net wt. 1 ounce. Label. © 7Dec54; KK102406.

PanoneX, planter mix complete growing medium. Contents net wt. 1 ounce. Label. © 7Dec54; KK102408.

PeloneX, pelletized volcanic rock, plant propagator. Net wt. 1 oz. Label. © 23Dec54; KK102720.

RaponeX, warfarin prepared rat killer bait, destroys both rats and mice. Net wt. 5 ozs. Label. © 1Sep54; KK102407.

SyfoneX, solid brass siphon mixer, applies chemical solutions. Label. © 27Oct54; KK102401.

VeroneX, specially prepared vermiculite house plant aid. Net wt. 3 ounces. Label. © 14Jan54; KK102397.

HYDROTHERAPY DIVISION, JACUZZI BROTHERS, INC. SEE Jacuzzi Brothers, inc.

HYGIENIC PRODUCTS COMPANY. © Sani-Flush fragrant toilet bowl cleaner, removes stains. Net weight 1 lb. 4 oz. Label. Appl. author: Raymond M. Schlabach. © 10Jun54; KK102177.

HY-LINE POULTRY FARMS. © Hy-Lines average 300 dozen more eggs per 100 layers. Hy-Line chicks. (In Poultry tribune, Nov. 1954) Appl. author: L. H. Harvey. © 15Aug54; KK101833.

HYPERSONICS, INC. © Biblical miracle inspires hair beauty invention. Sheet. Appl. author: Louis J. Stern. © 26Aug54; KK100691.

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ILLINOIS FARM SUPPLY COMPANY. © Crop removal and maintenance guide - hays. Gro-Flo chart. Calculator. Appl. author: J. Donald Cook. © 31Aug54; KK100099.

ILLINOIS WATCH CASE COMPANY, d.b.a. ELGIN AMERICAN. SEE Elgin American.

IMPERIAL PAPER AND COLOR CORPORATION. © Instructions for using trimmed and pasted Imperial washable wallpapers. Folder. Appl. author: Robert Blakeslee. © 15Jun54; KK101906.

IMPERIAL PEARL SYNDICATE, INC. © \$500,000.00 in prizes in Imperial's fabulous contest. Mailing brochure. © 25Jul54; KK101147.

INDUSTRIAL LAMP CORPORATION. © New ILC desk lamps, designed for top sales in 1955. Folder. Appl. author: Juhl Advertising Agency. © 20Aug54; KK99857.

INDUSTRIAL TRAINING INSTITUTE, INC. © What television and radio offers you. (Test equipment & text materials) Pamphlet. Appl. author: Clifford H. Smith. © 1Feb54; KK97980.

INSURANCE SAVING STAMP COMPANY. Insurance savings stamp [bank] check. Sheet. © William F. Marceau, Jr., d.b.a. Insurance Saving Stamp Co.; 20Aug54; KK100004.

INTERNATIONAL ARTS AND CRAFTS. © You are cordially invited to view a unique collection of superb East African wonders in wood. Folder. Appl. authors: Ronda R. Rosenbloom & Morris V. Rosenbloom, d.b.a. Ronda H. Robins. © 26Oct54; KK101028.

INTERNATIONAL BUSINESS MACHINES CORPORATION. © Card punching is easier, faster, and more accurate with the new IBM decimal tabulation. Sheet. Appl. author: International Business Machines Corp., as employer for hire of Edwin Stephen McCollister. © 21Sep54; KK100338. Constant guardian at your door. IBM Recordolock. Sheet. Appl. author: International Business Machines Corp., as employer for hire of William F. Schilling. © 9Sep54; KK100053.

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY. © Be thrifty, buy quality. Kleenex tissues. [Little Lulu holding a

merit seal] Poster. Appl. author: Winifred S. Snyder. © 1Sep54; KK99595.

Did you ever? By Little Lulu. Kleenex tissues. [Auto scenes] (In Puck, the comic weekly, July 18, 1954, p. 12) Appl. author: Winifred S. Snyder. © 18Jul54; KK100267.

Did you ever? By Little Lulu. Kleenex tissues. [Beach scene; Little Lulu & box of Kleenex] (In Look, Aug. 24, 1954, p. 68) Appl. author: Winifred S. Snyder. © 10Aug54; KK99090.

Did you ever? By Little Lulu. Kleenex tissues. [Beach scene; Little Lulu, box of Kleenex & hands] (In Puck, the comic weekly, Aug. 8, 1954, p. 9) Appl. author: Winifred S. Snyder. © 8Aug54; KK100049.

Did you ever? By Little Lulu. Kleenex tissues. [Cold scene] (In Puck, the comic weekly, Oct. 3, 1954, p. 2) Appl. author: Winifred S. Snyder. © 30Oct54; KK101623.

Did you ever? By Little Lulu. Kleenex tissues. [Kitchen scene] (In Puck, the comic weekly, Aug. 29, 1954, p. 9) Appl. author: Winifred S. Snyder. © 29Aug54; KK100050.

Did you ever? By Little Lulu. Kleenex tissues. [Make-up scene] (In Life, Sept. 6, 1954, p. 87) Appl. author: Winifred S. Snyder. © 3Sep54; KK100239.

Did you ever? By Little Lulu. Kleenex tissues. [Manicure scene] (In Puck, the comic weekly, Oct. 31, 1954, p. 9) Appl. author: Winifred S. Snyder. © 31Oct54; KK101209.

Did you ever? By Little Lulu. Kleenex tissues. [Moving scene] (In Look, Oct. 19, 1954, p. 100) Appl. author: Winifred S. Snyder. © 5Oct54; KK101454.

Did you ever? By Little Lulu. Kleenex tissues. [Night stand scene; Little Lulu & box of Kleenex] (In Life, July 12, 1954, p. 53) Appl. author: Winifred S. Snyder. © 9Jul54; KK100237.

Did you ever? By Little Lulu. Kleenex tissues. [Night stand scene; Little Lulu, box of Kleenex & hands] (In Puck, the comic weekly, Nov. 14, 1954, p. 3) Appl. author: Winifred S. Snyder. © 14Nov54; KK101456.

Did you ever? By Little Lulu. Kleenex tissues. [Nursery scene] (In Look, Nov. 16, 1954, p. 75) Appl. author: Winifred S. Snyder. © 2Nov54; KK101455.

Did you ever? By Little Lulu. Kleenex tissues. [Office scene] (In Puck, the comic weekly, Sept. 19, 1954, p. 9) Appl. author: Winifred S. Snyder. © 19Sep54; KK100048.

Did you ever? By Little Lulu. Kleenex tissues. [TV scene] (In Ladies' home journal, Nov. 1954, p. 47) Appl. author: Winifred S. Snyder. © 27Oct54; KK101453.

Don't put a cold in your pocket. Kleenex tissues. [Little Lulu pulling tissue from box; man sneezing] Poster. Appl. author: Winifred S. Snyder. © 20Sep54; KK100268.

ICP idea trading post. Island Kleenex [tissues] display pays off for Georgia druggist. At Mark's drug store, Atlanta ... [Sales promotion & display] (In Drug topics,

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY. Cont'd.

ICP IDEA TRADING POST. Cont'd.
June 14, 1954, p. 15) Appl. author: Winifred S. Snyder.
© 14Jun54; KK97985.

ICP idea trading post. Kleenex [tissues], Kotex, Delsey a must. Edith C. Hood of Tod Pharmacy, Tooele, Utah. (In Chain store age (Drug store managers ed.), Nov. 1954, p. 26-27) Appl. author: Winifred S. Snyder.
© 7Nov54; KK101804.

ICP idea trading post. World's largest Kleenex [tissues] display. Merle Staub, co-owner, Cracker Barrel Market no. 1, Van Nuys, California. (In Chain store age (Grocery managers ed.), Nov. 1954, p. 164-165) Appl. author: Winifred S. Snyder. © 7Nov54; KK101801.

Kleenex disposable tissues. Jumbo size. D-214. [Elephant display] Poster. © 10Jun54; KK98740.

Kleenex disposable tissues. Jumbo size. D-224. [Elephant display] Poster. © 10Jun54; KK98739.

INTERNATIONAL HARVESTER COMPANY. ©

Extra room for summer foods, zero cold to keep them fresh, in the all-new IH freezers. (In the Saturday evening post, Aug. 7, 1954, p. 63) Appl. author: Leo Burnett Co., inc. © 7Aug54; KK98981.

IH, the freezers that hold more food inside, take less space outside. (In the Saturday evening post, July 10, 1954, p. 83) Appl. author: Leo Burnett Co., inc. © 10Jul54; KK98293.

IH, the refrigerator you can decorate to match your kitchen. (In the Saturday evening post, July 10, 1954, p. 82) Appl. author: Leo Burnett Co., inc. © 10Jul54; KK98294.

New IH chest freezer gives extra up-top food space, on-top working space too. (In the Saturday evening post, Sept. 25, 1954, p. 77) Appl. author: Leo Burnett Co., inc. © 25Sep54; KK100335.

New IH upright freezer puts extra food space in small floor space. (In the Saturday evening post, Sept. 25, 1954, p. 76) Appl. author: Leo Burnett Co., inc. © 25Sep54; KK100334.

Room for this and everything else in the all-new IH refrigerators. (In the Saturday evening post, Aug. 7, 1954, p. 62) Appl. author: Leo Burnett Co., inc. © 7Aug54; KK98980.

INTERNATIONAL LATEX CORPORATION. © [ABC figure consultant] Playtex [girdles] P882B. Presentation folder. © 11Jun54; KK99190.

After the strains and tensions of the day ... Playtex Heart-Rest pillow, designed to give you rest to your heart's content. P832. Appl. title: Polyethylene pillow bags. Label. © 15May54; KK97941.

All over America people are enthusiastic about the Playtex home hair cutter. P998. Sheet. © 19Nov54; KK102639.

Another profit builder from Playtex Park. Presenting Playtex baby pillow. P951. Presentation folder. © 10Oct54; KK100542.

Assembly instructions for your Playtex baby pillow display. P963. Sheet. © 10Oct54; KK100541.

Assembly instructions for your Playtex Living bra display. P949. Sheet. © 9Sep54; KK100244.

Assembly instructions for your Playtex Living glove floor display. P948. Sheet. © 7Sep54; KK100245.

Baby business is now high profit, plus high turnover business in supermarkets. P893. Playtex [baby needs] Presentation folder. © 8Jul54; KK99189.

Checkable facts. Home hair care beauty center, featuring Playtex home hair cutter. P935. Display poster. © 20Aug54; KK99781.

Come in, find out how you get this 69¢ make-up cape free of additional cost. P934. Streamer. Appl. title: Playtex haircutter. © 20Aug54; KK99778.

Complete Playtex baby line has just arrived. Here is your headquarters for all Playtex [new] baby needs. P913. Streamer. © 26Jul54; KK99158.

Custom-contoured to flatter, fit, and feel as though made for you alone. Playtex Living bra. P870. [Hand tag] Label. © 11Jun54; KK97764.

Daytime strains and tensions call for sleep to your heart's content at night. Playtex Heart-Rest pillow. Ad no. 5197A. Sheet. © 15Oct54; KK100801.

Don't let hot weather rob your baby of cool comfort. Try creamy liquid latex Milky Way baby pants. Special price 49¢ each. P784. Counter card. © 11Jun54; KK97771.

Feel for yourself the luxury of latex ... Playtex Living fabric-lined latex gloves. P874A. Appl. title: Glove supermarket display card. © 24Sep54; KK100339.

Fond grandmothers, doting uncles, thoughtful aunts, that most wonderful baby in the world, wants a new Playtex baby pillow. Ad no. BP-1. Sheet. © 15Oct54; KK100799.

For holidays and always, give yourself an exciting new figure. Invisible White Magic, newest Playtex fab-lined girdle. [Endorsed by] Nettie Rosenstein. (In Photo-play, Jan. 1952, p. 15) Appl. author: Foote, Cone & Belding. © 10Dec51; KK102204.

For you, this precious gift of sleep. P960. (Pillows) Label. © 10Oct54; KK100362.

For your baby's cool comfort. Milky Way baby pants of creamy latex. Special price 39¢ each. P883. Counter card. © 11Jun54; KK97773.

Foreground: Mass display of girdle and bra self-servs. P936. Sheet. Appl. title: Bra and girdle window display. © 27Aug54; KK100241.

Free personal figure analysis from famous Playtex figure consultant. Miss Beth Locke. P977. Sheet. Appl. title: Counter card bra and girdle figure consultant. © 5Nov54; KK101514.

Give Playtex Heart-Rest pillows for the precious gift of sleep. P971. Streamer. Appl. title: Pillow Heart-Rest Christmas streamer. © 15Oct54; KK100795.

Go to your first class in first-class shape. Wear Playtex, the only girdle with latex to hug you slim ... [Endorsed by] Betse Cann [and 2 others] (In the New York times magazine, Aug. 15, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 15Aug54; KK99584.

Happy babies wear Milky Way pants. P889. Streamer. © 11Jun54; KK97767.

Have you tried the Playtex Living bra? Custom-contoured as if fashioned for you alone. P927. Streamer. © 19Aug54; KK99779. Headquarters for baby gifts, featuring Playtex Happy pants. P964. Window card. © 12Oct54; KK101520.

Here is your complete retail mat promotion, to introduce the new Playtex Living bra. P870. Folder. © 11Jun54; KK97945.

Here's the inside story on fabulous Playtex girdles. The one and only girdle with miracle latex ... [Strobe against black background; blonde strobe model] (In the New York times magazine, Sept. 12, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 12Sep54; KK100238.

Here's the world's most popular new girdle. Invisible White Magic, newest Playtex fab-lined girdle. [Endorsed by] Jean Dessès [and 2 others] (In the New York times magazine, Jan. 6, 1952, p. 2) Appl. author: Foote, Cone & Belding. © 6Jan52; KK97989.

Here's the world's most popular new girdle. Invisible White Magic, newest Playtex fab-lined girdle. [Endorsed by] Nettie Rosenstein. (In the New York times magazine, Jan. 27, 1952, p. 2) Appl. author: Foote, Cone & Belding. © 27Jan52; KK97993.

Hip-hip-hooray, here's a new Playtex girdle with non-roll top ... P986. Appl. title: New girdle stuffer. Label. © 12Nov54; KK102275.

How to assemble Playtex self-serv counter merchandiser no. 6. P941. (Baby needs) Sheet. © 18Aug54; KK100243.

How to use Playtex utility gloves. P980. Insert sheet. © 5Nov54; KK101515.

Imagine, only \$4.95 for a first quality Playtex Heart-Rest pillow. Ad no. 5218. Sheet. © 5Nov54; KK101813.

Imagine, only \$4.95 for a first quality Playtex Heart-Rest pillow. Ad no. 5220. Sheet. © 5Nov54; KK101815.

Imagine, only \$4.95 for a first quality Playtex Heart-Rest pillow. It's possible only because it's January. P990. Sheet. © 19Nov54; KK102640.

Imagine, only \$4.95 for a first-quality Playtex Heart-Rest pillow. These are premier quality Playtex Heart Rest pillows ... P989. Label. Appl. title: January white sale mail enclosure. © 5Nov54; KK101807.

In variety chain stores throughout the country, the no. 1 Playtex best seller, Playtex Dress-Eez baby pants. P978. [Mailing piece] Sheet. © 26Oct54; KK101518.

Instructions for placement of Playtex merchandise in metal floor stand no. 4 (678) P905. (Baby needs) Sheet. © 28Jun54; KK97937.

Instructions for setting up Playtex home hair cutter beauty center display. P965. Sheet. © 8Oct54; KK100617.

Instructions for setting up your Playtex Living glove floor display. P968. Sheet. © 15Oct54; KK100798.

Introducing Playtex Living bra. From the very first moment ... P976. Sheet. Appl. title: Bra and girdle broadside telegram. © 27Oct54; KK101519.

Introducing Playtex Living bra. Here's the inside story on fabulous Playtex girdles. P961. Appl. title: Girdle and bra broadside. © 24Sep54; KK100341.

Introducing Playtex Living bra. Now the designers who performed such miracles ... Ad no. BR13. Sheet. © 16Jul54; KK98671.

Introducing Playtex Living bra. See it, you'll want it. Ad no. BR11. Sheet. © 9Jul54; KK98672.

Introducing Playtex Living bra. The new and different Playtex Living bra is custom-contoured ... Ad no. BR12. Sheet. © 9Jul54; KK98673.

The introduction was a sell-out ... New Playtex Living bra. Invisible Playtex girdles. Ad no. BRG18. Sheet. Appl. title: Combination bra and girdle mat ad. © 24Sep54; KK100358.

Inventory sheet for Playtex. P962. (Brassieres & girdles) © 24Sep54; KK100343.

It's here, new Playtex baby pillow. P953. Streamer. © 10Oct54; KK100361.

Keep your new hair-do styled yourself at home, and still have the professional hairdresser's look. Playtex home hair cutter. P944. [Stuffer] Label. © 3Sep54; KK100247.

Let's talk money in the cash register. P922. Sheet. Appl. title: Wholesale glove letter. © 26Jul54; KK99156.

Une ligne élégante, impeccable, avec la gaine Playtex [girdle] P924. Counter card. © 6Aug54; KK100346.

Living Playtex girdle and bra. P992. Poster. Appl. title: Bra and girdle counter card. © 12Nov54; KK102269.

Merry Christmas to all and to all a good night, with Playtex Heart-Rest pillows. Ad no. 5214. Sheet. © 15Oct54; KK100803.

Merry Christmas to all, to all a good night, with Playtex Heart-Rest pillows. Ad no. 5217. Sheet. © 18Oct54; KK100802.

Milky Way creamy liquid latex baby pants. Special 49¢ each. P886. [Self serve merchandiser] Counter cards. © 11Jun54; KK97768.

More exciting news from Playtex Park. Playtex waterproofed silk [baby] pants. P891. Presentation folder. © 11Jun54; KK99191.

More exciting news from Playtex Park. Presenting the Playtex water proofed silk panty. P925. Sheet. © 13Aug54; KK99154.

Never before at this low price. Playtex Heart-Rest pillows, designed for the sound night-time rest you need ... (In the New York times magazine, May 2, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 2May54; KK100236.

New Living Playtex girdle with non-roll top. Ad no. G421. Sheet. © 12Nov54; KK101810.

New Living Playtex girdle with non-roll top. Ad no. G425. Sheet. © 12Nov54; KK101809.

New Living Playtex girdle with non-roll top. Ad no. G426. Sheet. © 12Nov54; KK101808.

New Living Playtex girdle with non-roll top. P993. Appl. title: New Living girdle streamer. © 12Nov54; KK102273.

New Living Playtex girdle with non-roll top. P996. Sheet. © 12Nov54; KK102272.

New Living Playtex girdle with non-roll top. Look for the new slim tube. Ad no. G420. Sheet. © 12Nov54; KK101806.

New medical report proves, skin of women's hands damaged by cleansers, bleaches, detergents. Playtex Living gloves. (In Life, Nov. 15, 1954, p. 67) Appl. author: Reach, Yates & Mattoon. © 15Nov54; KK101574.

The new Playtex home hair cutter. A way to keep that expensive hair-styling looking just-trimmed month after month. Ad no. H708. Sheet. © 24Sep54; KK100352.

New Playtex home hair cutter. Playtex make-up cape. P931. [Packaging insert] Card. © 8Sep54; KK100345.

The new Playtex home hair cutter lets you trim, taper, shape your hair yourself, for pennies. Ad no. H706. Sheet. © 17Sep54; KK100242.

A new Playtex product is born. P869. [Bra] presentation folder. © 11Jun54; KK100269.

New, Playtex waterproofed silk panty. Sheerest comfort for baby, charming colors. P862. Streamer. © 11Jun54; KK97765.

New sure way to lovelier hands in only 9 days, with Playtex Living fabric-lined latex gloves. P874. Appl. title: Glove counter card for Supermarkets. © 17Jun54; KK97944.

A new trend in super markets. Playtex. P908. (Baby pants) [Insert] Presentation folder. © 15Jul54; KK99157.

The newest Playtex creation for baby's glamorous wardrobe. Playtex water-proofed silk panties. Ad no. B184. Sheet. © 6Jul54; KK98386.

The newest Playtex profit maker for you. P969. Sheet. Appl. title: Glove display floor merchandiser. © 22Oct54; KK101516.

The newest Playtex profit-maker for your baby department. Presenting Playtex baby pillow. P974. Sheet. © 22Oct54; KK101164.

No crystal-ball gazing here. P995. Folder. Appl. title: Fab-lined non-roll top Playtex girdle. © 12Nov54; KK101805.

No gift compares with the gift of sleep. Playtex Heart-Rest pillows. Mat no. 5216. Sheet. © 15Oct54; KK100800.

No gift compares with the gift of sleep. Playtex Heart-Rest pillows. P950. Label. Appl. title: Pillow Santa stuffer. © 17Sep54; KK100248.

Non-allergenic Playtex baby pants. Playtex Happy pants. P914. Window streamer. © 23Jul54; KK99159.

Now, the designers who performed such miracles with Playtex girdles ... Introducing Playtex Living bra. It's custom-contoured to flatter, feel and fit as if designed for you alone. Ad no. BR14. Sheet. © 13Aug54; KK99209.

Only creamy liquid latex gives so much comfort. Milky Way baby pants stretch without binding. Special price 49¢ each. P888. Streamer. © 11Jun54; KK97766.

Only the new Playtex elastic and nylon Living bra matches the fit, comfort, and flattery you get from your Playtex figure-slimming girdle. Ad no. BRG 28. Sheet. © 12Nov54; KK101817.

Only the new Playtex elastic and nylon Living bra matches the fit, comfort, and flattery you get from your Playtex figure-slimming girdle. Ad no. BRG 30. Sheet. © 12Nov54; KK102270.

Photo quiz. Whose famous figure is this? Playtex Living bra. P873. Pamphlet. © 8Jun54; KK97942.

Playtex bra showroom window no. 1. P933. Sheet. © 20Aug54; KK102271.

Playtex bust form shown as separate display unit. Playtex Living bra. P929. Sheet. © 18Aug54; KK99208.

Playtex corseletten belangrijk. P932. Appl. title: Dutch girdle instruction sheet. © 3Sep54; KK100348.

Playtex custom-contours a bra of elastic and nylon. Paris designers Jacques Heim, Madeleine de Rauch, Antonio Castillo recommend it for all fashions. Playtex Living bra. (In Los Angeles times, Oct. 3, 1954, p. 16) Appl. author: Foote, Cone & Belding. © 30Oct54; KK100616.

A Playtex gift for precious baby. P937. Appl. title: Cards for baby pillow self serv unit. © 24Sep54; KK100347.

Playtex Happy [baby] pants. © 16Jul54; KK100340.

Playtex Happy pants for happier babies. Ad no. B180. Sheet. © 16Jul54; KK100359.

Playtex home haircutter and make-up cape. P931. [Package insert] Card. © 20Aug54; KK99780.

Playtex Living bra. A guide for Playtex operators. P875. [Salesmen's manual] Sheets. © 11Jun54; KK99188.

Playtex Living bra, custom-contoured as though fashioned for you alone. Ad no. BR20. Sheet. © 50Oct54; KK100618.

Playtex Living bra display. P928. Sheet. © 18Aug54; KK99207.

Playtex Living bra, elastic & nylon. Gives and lives with you, never against you. Label. © 14Jun54; KK100796.

Playtex Living brassiere. A new bra that will be presented to the women of America ... P921. Appl. title: Playtex bra instruction sheet. © 6Aug54; KK99155.

Playtex Living fabric-lined latex gloves promise you softer, smoother, lovelier hands in 9 days. Ad no. B190. [Hand & glove] Sheet. © 24Sep54; KK100351.

Playtex Living fabric-lined latex gloves promise you softer, smoother, lovelier hands in 9 days. Ad no. B191. [One rubber glove] Sheet. © 24Sep54; KK100350.

Playtex Living gloves, the newest and best industrial glove for men and women. P972. Sheet. © 22Oct54; KK101517.

Playtex super-merchandiser product arrangement (including silk pants) P906. (Baby needs) Sheet. © 28Jun54; KK97938.

Playtex water-proofed silk panties. Ad no. B177. Sheet. © 11Jun54; KK97763.

Playtex waterproofed silk panty. Accurate sizes to fit all babies. P850. Counter display. © 28Jun54; KK98388.

Playtex waterproofed silk panty. Extra large = 24 lbs. and up. Label. Appl. author: Silk panty box. © 11Jun54; KK98535.

INTERNATIONAL LATEX CORPORATION. Cont'd.

Please distribute this card to your infants' wear department sales-clerks, to help them sell more Milky Way baby pants for you. P877. Appl. title: Instruction booklet. Folder. © 11Jun54; KK97762.

Prevent damage to your hands from harsh detergents, cleansers, household bleaches. Wear Playtex Living gloves. P938. Streamer. © 10Sep54; KK100250.

Product arrangement for Playtex self-serv floor merchandiser no. 584. P973. (Baby needs) Sheet. © 15Oct54; KK100804.

Promotion plans for August 1954. (Baby needs, girdles & gloves) Sheet. © 18Jun54; KK97940.

Promotion plans for September 1954. (Baby needs, girdles, bras & gloves) Sheet. © 16Jul54; KK98674.

Promotion plans for October 1954. (Baby needs, girdles, bras & gloves) Sheet. © 27Aug54; KK100240.

Promotion plans for November 1954. (Baby needs, girdles, bras & gloves) Sheet. © 24Sep54; KK100344.

Promotion plans for December 1954. (Baby needs, girdles, bras & gloves) Sheet. © 15Oct54; KK100797.

Promotion plans for January 1955. (Baby needs, girdles, bras & gloves) Sheet. © 3Dec54; KK102637.

Protect your baby's health and comfort with Playtex baby needs. All Playtex pants. P954. Poster. © 8Oct54; KK100620.

Proven by actual results. Local tie-in ads on Playtex Living gloves pull new traffic ... P892A. Presentation folder. © 25Jun54; KK97943.

Retailers who back leading brands with local newspaper ads become headquarters for them. (Bras & girdles) (In Women's wear daily, Dec. 2, 1954, p. 3) © 2Dec54; KK102641.

Sale while they last. Playtex fab-lined girdles, fabric inside, latex outside. P994. Streamer. © 12Nov54; KK102274.

Sensational new Flushaway diapering method. Playtex Dryper. (In Life, July 12, 1954, p. 67) Appl. author: Reach, Yates & Mattoon, inc. © 12Jul54; KK98880.

Set-up for Playtex self-service counter merchandiser no. 6. P901. (Baby needs) Sheet. © 15Jul54; KK98675.

Set up for Playtex self-service merchandiser, including silk pants. Playtex self-serv no. 5. P904. (Baby needs) Sheet. © 28Jun54; KK97939.

Sheerest comfort for baby. New Playtex waterproofed silk panties in charming colors. P861. Counter card. © 11Jun54; KK97772.

Sheerest comfort for baby in these charming new Playtex waterproofed silk panties. Ad no. B183. Sheet. © 6Jul54; KK98387.

Sheerest comfort for baby in these charming new Playtex waterproofed silk panties. The perfect gift for baby. Ad no. B178. © 11Jun54; KK97770.

Sheerest comfort for baby in these charming new Playtex waterproofed silk panties. They're light as a butterfly ... Ad no. B179. Sheet. © 11Jun54; KK97769.

Sleep as you've dreamed of sleeping, save as you've dreamed of saving. 1st quality Playtex Heart-Rest pillows. Ad no. 5219. Sheet. © 5Nov54; KK101814.

This is living. Playtex Living bra. Playtex Living girdle. Ad no. BRG 25. Sheet. © 12Nov54; KK101816.

This is living. Playtex Living bra. Playtex Living girdle. Ad no. BRG 26. Sheet. © 12Nov54; KK102638.

Use these new profit tested Playtex newspaper mat ads. P613. (Baby needs) Appl. title: Playtex baby information clip sheet. © 25Jun54; KK100360.

Uw kleintje moet Playtex baby broekjes dragen, omdat. P947D. Label. Appl. title: Dutch baby pants stuffer. © 17Sep54; KK100246.

Want to see your department sales climb? Playtex Happy [baby] pants. P930. Counter card. © 27Aug54; KK100249.

Want your booking to go up? Tell your department customers about the sensational Playtex Living bra. P958. Sheet. Appl. title: Bra clerk education insert. © 8Oct54; KK100704.

We're repeating a smashing success. New Playtex Living bra ... and the perfect companion ... Playtex girdles. Feel the comfort of cloud-soft fabric next to your skin ... Ad no. BRG16. Sheet. Appl. title: Combination bra and girdle mat ad. © 24Sep54; KK100356.

We're repeating a smashing success. New Playtex Living bra ... and the perfect companion ... Playtex girdles. Here's a smoothing, sleeking miracle of latex ... Ad no. BRG15. Sheet. Appl. title: Combination bra and girdle mat ad. © 24Sep54; KK100355.

We're repeating a smashing success. New Playtex Living bra ... and the perfect companion ... Playtex girdles. See how this figure-diminishing girdle sleekly shapes your silhouette ... Ad no. BRG19. Sheet. Appl. title: Combination bra and girdle mat ad. © 24Sep54; KK100353.

We're repeating a smashing success. New Playtex Living bra. Playtex girdles. Feel the comfort of wonderful cloud-soft fabric next to your skin ... Ad no. BRG17. Sheet. Appl. title: Combination bra and girdle mat ad. © 24Sep54; KK100357.

We're repeating a smashing success. New Playtex Living bra. Playtex girdles. Kitten-soft fabric inside ... Ad no. BRG24. Sheet. Appl. title: Bra and girdle combination ad. © 8Oct54; KK100619.

Ein wunder der wissenschaft. Playtex Living gürtel. P923G. Folder. Appl. title: Girdle stuffer. © 6Aug54; KK100349.

You can't give yourself a lovelier present than a Playtex figure. Playtex White Magic fabric lined girdle. [Endorsed by] Maureen O'Hara. (In True confessions, Jan. 1954, p. 1) Appl. author: Foote, Cone & Belding. © 4Dec53; KK98534.

Your complete retail mat promotion for Playtex girdles and Playtex Living bras. P957. Folder. © 24Sep54; KK100342.

Your favorite girdle in the slim tube is on sale. Playtex. Ad no. G424. Sheet. © 12Nov54; KK101811.

Your favorite girdle in the slim tube is on sale. Playtex. Ad no. G427. Sheet. © 12Nov54; KK101812.

INTERNATIONAL NICKEL COMPANY, INC. © Ductile iron, the cast iron that can be bent. 30 p. © 13Sep54; KK100612.

Ductile iron, the cast iron that can be bent. 30 p. © 13Sep54; KK101928.

How Inco nickel is helping produce power from the peace atom. (In Collier's, Oct. 1, 1954, p. 55) © 17Sep54; KK101029.

Inco nickel is in the TV shadow mask that tells colors where to go. (In Collier's, Sept. 3, 1954, p. 17) © 20Aug54; KK99716.

The jet age comes down to earth, with the help of Inco nickel. (In Collier's, Aug. 6, 1954, p. 79) © 23Jul54; KK99715.

Now, ore by pipeline; story of the Inco-engineered big inch. (In Time, Nov. 1, 1954, p. 71) © 14Oct54; KK102231.

Where an avalanche helps produce more nickel. Inco nickel. (In Newsweek, July 5, 1954, p. 75) © 1Jul54; KK99240.

INTERNATIONAL PAPER COMPANY. ©

Christmas carols. Dec. 1954. Calendar. © 16Nov54; KK101918.

Paper and printing in civilization. Calendar.

Aug. 1954. Development of the newspaper press. © 19Jul54; KK98433.

Sept. 1954. The first type-casting machine, 1886. © 18Aug54; KK99539.

Oct. 1954. Talbot lays the foundation for photoengraving in 1852. © 15Sep54; KK100174.

Nov. 1954. Their contribution to universal education. © 18Oct54; KK100895.

Reforestation by natural reproduction. Calendar.

Jan. 1955. Story of seed trees. © 15Dec54 (in notice: 1955); KK102607.

INTERNATIONAL SALES INCENTIVES, INC. ©

Announcing a new concept in sales campaigns that will help get plus sales. Techniques for planning the sales contest. (Travel incentives) Folder. Appl. author: Harold D. Laidley. © 20Jul54; KK99653.

Announcing a select your own trip concept in sales campaigns that will help get plus sales. Form 202A (51254) (Travel incentives) Folder. Appl. author: Harold D. Laidley. © 8Dec54; KK102400.

Let's go places. Select your own trip campaign. Broadside. Appl. author: Harold D. Laidley. © 10Aug54; KK99654.

Sales points chart for select your own trip contest. Folder. Appl. author: Harold D. Laidley. © 15Sep54; KK101468.

INTERNATIONAL SILVER COMPANY. ©

Announcing Bright Future, the first truly modern pattern in silver-plate. Holmes & Edwards. (In National jeweler, Aug. 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © 1Aug54; KK99572.

First time in Holmes & Edwards history. Spring silver sale. (In Jewelers' circular-keystone, Mar. 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © International Silver Co., Holmes & Edwards Division; 1Mar54; KK101410.

For extra sales and traffic, we repeat this price promotion, a proved success. Holmes & Edwards silverplate. (In Jewelers' circular-keystone, May 1954, p. 2 of cover) Appl. author: McCann Erickson, inc. © Holmes & Edwards Division, International Silver Co.; 10Apr54; KK97812.

For only \$3.75 a week, a complete service for 8 of International sterling. (In Better homes & gardens, Oct. 1954, p. 132-133) Appl. author: Young & Rubicam, inc. © 24Sep54; KK102107.

From the Holmes & Edwards collection of sterling inlaid silverplate. Now, silverplate with the look and feel of sterling. (In Seventeen, Nov. 1952, p. 31) Appl. author: Cunningham & Walsh, inc. © International Silver Co., Holmes & Edwards Division; 1Nov52; KK98431.

High school girls from St. Louis select their favorite International sterling patterns. [Endorsed by] Irene Mirth [& 4 others] (In Seventeen, May 1954, p. 2) Appl. author: Young & Rubicam, inc. © 1May54; KK99964.

Iced drink special. Holmes & Edwards silverplate. (In National jeweler, June 1954, cover) Appl. author: McCann Erickson, inc. © International Silver Co., Holmes & Edwards Division; 10May54; KK98653.

A new pattern aimed straight at young homemakers (your best market for flatware) Holmes & Edwards. (In National jeweler, July 1954, cover) Appl. author: McCann Erickson, inc. © International Silver Co., Holmes & Edwards Division; 10Jul54; KK98652.

Silver rhythm in International sterling. [Endorsed by] Carole Corcoran [& 4 others] (In Seventeen, Aug. 1954, p. 2) Appl. author: Young & Rubicam, inc. © 1Aug54; KK100597.

A wonderful chance to start your flatware collection. Get all three, and save \$30. (In Seventeen, Apr. 1954, p. 2) Appl. author: Young & Rubicam, inc. © 1Apr54; KK99963.

IROQUOIS BEVERAGE CORPORATION. © Key to a perfect friendship. (Ale & beer) (In Buffalo beacon, July 14, 1954, p. 4) Appl. author: Robert L. Mansfield. © 14Jul54; KK98701.

ISLE OF VIEW COMPANY. © Isle of View Measure Master. 1/4 pint size. (Liquid dispenser) Label. Appl. author: Richard Eugene Deschner. © 11Oct54; KK101649.

New, measures as you pour. (Liquid dispenser) (In Los Angeles times home magazine section, Oct. 10, 1954, p. 60) Appl. author: Richard Eugene Deschner. © 9Oct54; KK100773.

Now you can measure household liquids automatically with Measure Master. Folder. Appl. author: Richard Eugene Deschner. © 11Oct54; KK100778.

J

JFD MANUFACTURING COMPANY, INC. © JFD Colortenna, indoor TV antenna. Label. Appl. author: James C. Sarayiotas. © 15Nov54; KK101721.

JFD Jet-Helix. The rainbow antenna. Label. Appl. author: James C. Sarayiotas. © 9Sep54; KK99720.

A new concept in [antenna] rotator engineering. Roto King. Sheet. Appl. author: James C. Sarayiotas. © 25Jul54; KK99883.

JACK AND HEINTZ, INC. © A-C control panels, a report from Jack & Heintz. (Precision machinery) (In American aviation, Dec. 6, 1954, p. 88-89) Appl. author: Edward J. Martin. © 6Dec54; KK102521.

A-C systems for aircraft. (Precision machinery) (In Aviation week, Sept. 13, 1954, p. 70-71) Appl. author: Edward J. Martin. © 10Sep54; KK100171.

Airlines' own starter. Jack & Heintz rotomotive aircraft equipment. (Precision machinery) (In Aeronautical engineering review, Sept. 1954, p. 14) Appl. author: Edward J. Martin. © 1Sep54; KK100170.

J & H motors run under water in Kenco sump pumps. (Precision machinery) (In Factory management and maintenance, Nov. 1954, p. 22-23) Appl. author: Edward J. Martin. © 1Nov54; KK101856.

Jack & Heintz customized electric motors. Capacitor start. 4.1, July 1, 1954. Sheet. Appl. author: Harry D. Kurtz. © 16Jul54; KK98287.

Jack & Heintz customized electric motors. Capacitor start. 4.2, July 1, 1954. Sheet. Appl. author: Harry D. Kurtz. © 16Jul54; KK98286.

Jack & Heintz customized motor enables Amco to hold price line. (Precision machinery) (In Factory management & maintenance, July 1954, p. 34-35) Appl. author: Edward J. Martin. © 1Jul54; KK98256.

Outline dimensions. Capacitor start electric motors. 4.4, August 15, 1954. Sheet. Appl. author: Harry D. Kurtz. © 26Aug54; KK99617.

Polyphase; constant speed, three phase, drip-proof, rigid base. 5.1, August 1, 1954. (Electric motors) Sheet. Appl. author: Harry D. Kurtz. © 26Aug54; KK99618.

JACOBEL, HERBERT, AND GORDON E. KAYE, d.b.a. KAYE-JACOBEL ASSOCIATES. SEE Kaye-Jacobel Associates.

JACOBSON (F.) AND SONS, INC. © I go overboard for the man who wears cool, cool Jayson shirts, sportswear, pajamas. (In the Saturday evening post, May 23, 1953, p. 153) Appl. author: A. J. Silberstein-Bert Goldsmith, inc. © 23May53; KK100743.

JACUZZI BROTHERS, INC. Jacuzzi whirlpool bath. Folder. Appl. author: Gerth-Pacific Advertising Agency. © Jacuzzi Bros., inc., Hydrotherapy Division; 3Dec54; KK102362.

JAGODZINSKI, PETE. Big Boy juicy submarine. SEE Schafer, Howard.

JAMES, JOSEPH H., d.b.a. JAMES PRODUCTS COMPANY. SEE James Products Company.

JAMES, ROLAND S. © Its new, its fun, for young and old. The silver dollar game. Stuck. (In Auburn pennysaver, Dec. 2, 1954) © 2Dec54; KK102236.

JAMES, SYLVESTER. © Concentrated Shooz [shoe polish] White refinish. Label. © 16Nov54; KK101881.

JAMES PRODUCTS COMPANY. James Perma-Kill roach and pest killer. Contents one quart. Label. © Joseph H. James, d.b.a. James Products Co.; 5Oct54; KK101286.

JANNEY, SEMPLE, HILL AND COMPANY. © Holiday values. Wonderland of toys. [1954 broadside toy insert] Sheets. © 18Aug54; KK99275.

S [and] Q hardware. Service [and] quality. Label. © 20Dec54 (in notice: 1955); KK102824.

Salesmaker, a complete promotion plan for newspaper advertising. Late winter promotion, January-February 1955. (General merchandise) Folder. © 24Dec54 (in notice: 1955); KK102826.

Spring value days sale. (General merchandise) Sheets. © 27Dec54; KK102825.

JAY AND JAY COMPANY. © Zit-Zingo; the travel game. Label. Appl. author: Dallas B. John. © 5Nov54; KK101583.

JEFFREY-ALLAN INDUSTRIES, INC. New Jeffrey-Allan turnabout visor twins. (Automotive tissue dispenser & memo pad) Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries, inc.; 29Sep54; KK100328.

New profit sensation. Jeffrey-Allan scraper, hanger. (Automotive ice scraper & coat hanger) Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries, inc.; 29Sep54; KK100327.

JERCLAYDON, INC. © Giant size synthetic chamois. Kangaroo brand. Appl. title: Kangaroo synthetic chamois. Label. © 9Aug54; KK101407.

JET'S BRAND PRODUCTS. Catalog-price list. (Household products) 16 p. © Ellison Curtis Smith, owner, Jet's Brand Products; 9Sep54; KK100505.

Jet O' Cart [office & household products] Label. © Ellison Curtis Smith, owner, Jet's Brand Products; 13Sep54; KK101052.

JEWEL LABORATORIES. © RedEmix concentrate wall adhesive. 1 pint. Label. © 25Feb54; KK102128.

Stixon self-sizing adhesive. Net contents one quart. Label. © 16Aug54; KK102129.

JIFFEE MEALS. Jiffie meals. Pot roast of beef with gravy, potatoes and peas. Net wt. 10 1/2 oz. Label. (Frozen foods) © Jiffie Meals, a copartnership of Dorothy Wahl & Economical Frozen Foods, inc.; 15Mar54; KK97832.

JIFFY ENTERPRISES, INC. © Double your sales with Jiffy picture hangers. Sheet. Appl. author: Joseph Mayer Margulis. © 30Sep54; KK100289.

Jiffy double-purpose swivel-action picture hangers. 25¢ package. Label. Appl. author: Joseph Mayer Margulis. © 19Feb52; KK97979.

Jiffy picture hangers. Hang pictures on tile, wood, glass, plaster. 19¢ pkg. of 6. Label. Appl. author: Joseph Mayer Margulis. © 7Sep54; KK100291.

Jiffy picture hangers. Holds 15 lbs. Label. Appl. author: Joseph Mayer Margulis. © 7Jan53; KK98411.

Jiffy picture hangers. Jiffy swivel hook has a double purpose. Card. Appl. author: Joseph Mayer Margulis. © 1Aug50; KK98278.

Jiffy picture hangers & eyelets. Sheet. Appl. author: Joseph Mayer Margulis. © 30Sep54; KK100290.

Jiffy, the swivel action wall hanger. Holds 10 lbs. Label. Appl. author: Joseph Mayer Margulis. © 27Dec50; KK98525. (See also Jiffy Enterprises, inc., 1Aug50; KK97205.

No. 100 Jiffy [picture] hangers. 2 doz. pkgs. Label. Appl. author: Joseph Mayer Margulis. © 17Sep54; KK100288.

JIFFY SPECIALTIES.
Jiffy Strudelcloth. Folder. © Lillian M. Smith, d.b.a. Jiffy Specialties; 16Aug54; KK100464.

JOHNNY CAKE GAME FARM. ©
Johnny Cake game farm wild game dinner. Net weight 1 lb. 5 oz. (Canned foods) Label. Appl. author: John G. Martin. © 21Sep54; KK100168.

JOHNSON (S. C.) AND SON, INC. ©
Free gift, hot handle holder for women who clean this easy new way with Jubilee kitchen wax. (In Better living, May 1954, p. 6) Appl. author: Needham, Louis & Brorby, inc. © 15Apr54; KK98684.

JOHNSON (SAM) AND SONS FISHERIES, INC. ©
New price list. Fall & winter, 1954-55. Sam Johnson & Sons Fisheries, inc., wholesale fishermen since 1897. Folder. Appl. author: W. A. Fisher Co. © 4Oct54; KK100661.

New price list. Fall & winter, 1954-55. Sam Johnson & Sons Fisheries, inc., wholesale fishermen since 1897. Skipper Sam's fresh fish. Folder. Appl. author: W. A. Fisher Co. © 29Nov54; KK102138.

JOHNSON CHEMICAL INDUSTRIES, INC. ©
Johnson safe-dry bleach, completely soluble. Label. Appl. author: Ray C. Johnson. © 24Feb54; KK100369.

JOHNSTON, W. DERRICK, d.b.a. HIGH PRESSURE EQUIPMENT COMPANY. SEE High Pressure Equipment Company.

JONES, DONALD. ©
Buyer's guide to better photographs in quantities. Photo reproductions. Folder. © 26Jul54; KK98689.

JONES (E. D.) AND SONS COMPANY. ©
E. D. Jones Fibremaster [machinery] Bulletin EDJ-1035A. Folder. Appl. author: Wm. B. Remington, inc. © 18Oct54; KK101222.

JU-C-ORANGE OF AMERICA.
Red Bull milk shake, made with Pennsylvania Dutch birch beer. Streamer. Appl. author: Jesse Kram. © Irwin G. & Nathan B. Krim, t.a. Ju-C-Orange of America; 19Aug54; KK102451.

JUDSON DUNAWAY CORPORATION. ©
Vanish [insecticide] cleans toilet bowls, perfumes bathroom air. 1 lb. 5 ounces net contents. Label. Appl. author: J. M. Mathes, inc. © 1May54; KK98768.

K

K-M-A AUTO LEASING, INC. ©
Cars for star salesmen. (In New

York sales executive weekly, Oct. 26, 1954, p. 6) © 26Oct54; KK101120.

KMA MANUFACTURING COMPANY.
Car Dydee, a new product by K. M. A. (Oil-absorbent pads) Sheet. © James H. Goulden & John J. Alegria, d.b.a. KMA Mfg. Co.; 23Nov54; KK101917.

KAFKA, JACK. ©
This little mirror on the wall, will tell me if I'm dirty at all. Display poster. © 30Jun54; KK99554.

KAHN (DAVID) INC. ©
No other pen under \$5 has all the features of Wearever pennant fountain pen. (In Life, Aug. 23, 1954, p. 103) © 20Aug54; KK99799.

Saving \$\$\$ makes \$\$\$ at Christmas, here's how. Wearever fountain pens, ball pens, mechanical pencils. (In Senior scholastic, Dec. 1, 1954, p. 28) © 25Nov54; KK102430.

So right to write with Wearever. Pennant [fountain] pen. Poster. © 15Aug54; KK99687.

Why pay more for a ball pen? Wearever ball pens, fountain pens, mechanical pencils. (In Look, Sept. 7, 1954, p. 57) © 19Aug54; KK99666.

KAHN'S (E.) SONS COMPANY. ©
Braunschweiger liver sausage. Label. © 11May54; KK99782.

Goetta [meat loaf] Net wt. 1 lb. Label. © 10Dec53; KK99783.

Imperial Club bologna. Label. © 1Mar54; KK100254.

Imperial Club fresh sausage. Net wt. 1 lb. Label. © 13May54; KK98385.

KAISER-WILLYS SALES DIVISION, WILLYS MOTORS, INC. SEE Willys Motors, inc.

KALART COMPANY, INC. ©
I don't know anything about photography, but I sure get great flash pictures with my Kalart speed flash [camera] (In the Saturday evening post, Oct. 17, 1953, p. 127) Appl. author: William K. Dingledine. © 12Sep53; KK100730.

KALKER, LEONARD, WILLIAM FINKELSTEIN, AND JOSEPH FINKELSTEIN, t.a. PHILADELPHIA BRIEF CASE COMPANY. SEE Philadelphia Brief Case Company.

KALLMANN, CARL AND HERBERT KALLMANN, d.b.a. KALLMANN NOVELTIES. SEE Kallmann Novelities.

KALLMANN, HERBERT AND CARL KALLMANN, d.b.a. KALLMANN NOVELTIES. SEE Kallmann Novelities.

KALLMANN NOVELTIES.
Wherever they go, play Tic-Tac-Toe. (Game) Label. © Herbert Kallmann & Carl Kallmann, d.b.a. Kallmann Novelities; 25Aug54; KK100729.

KAMINETSKY, NATHAN, t.a. KAMINEX PRODUCTS. SEE Kaminex Products.

KAMINEX PRODUCTS.
No-Soak lime finishing plaster saves time and money. 50 lbs. net. Label. © Nathan Kaminetsky, t.a. Kaminex Products; 28Nov54; KK102578.

KAMUK, JOHN. ©
Uni adjuster, automatic transmission adjusting wrench. Label. © 20Aug54; KK99489.

KATHER, ALFRED C. ©
Adventure in sewing. [Series 2] (Patterns) Label. © 16Sep54; KK99750.

Pak Fit ... for low-cost fitting tube ... [and] internal and outer thread pipe... Sheet. © 21Dec54; KK102811.

KAUFMANN (R. AND M.) INC. ©
Campus cottons. Vicky Vaughn junior. (Dresses). (In Seventeen, July 1954, p. 25) © 1Jul54; KK98605.

Campus crackerjacks. Vicky Vaughn junior. (Dresses) (In Seventeen, Aug. 1954, p. 223) © 25Jul54; KK98832.

Town cottons. Toni Todd original. (Dresses) (In Glamour, July 1954, p. 15) © 25Jul54; KK98606.

KAYE, GORDON E., AND HERBERT JACOBEL, d.b.a. KAYE-JACOBEL ASSOCIATES. SEE Kaye-Jacobel Associates.

KAYE-JACOBEL ASSOCIATES.
Tric Tac Toe, the cpeg3 game in 3-D. Label. Appl. author: Gordon E. Kaye. © Gordon E. Kaye & Herbert Jacobel, d.b.a. Kaye-Jacobel Associates; 24Jun54; KK98112.

KAYSUN, INC. ©
Assembling your 1902 rambler two-seat runabout. (Model car kit) Label. Appl. author: J. F. Sanlader. © 1Mar54; KK102188.

Kaysun products designed for you. (Model car kit) Folder. Appl. author: J. F. Sanlader. © 1Mar54; KK102189.

1902 rambler two-seat runabout. Keepsake miniatures by Kaysun. (Model car kit) Label. Appl. author: J. F. Sanlader. © 1Mar54; KK102190.

KEARNEY AND TRECKER CORPORATION. ©
The critical picture of creeping obsolescence. (Machine tools) Pamphlet. Appl. author: Emil Schap. © 16Jun54; KK98066.

Machine selection in doubt? Here's a practical way out. Kearney & Trecker's tool-lease program. (In American machinist, June 7, 1954, p. 20-21) Appl. author: Emil Schap. © 7Jun54; KK98065.

Royal Gull airframes and wings, manufactured by Piaggio & C. Folder. Appl. author: William Juhre. © Royal Aircraft Corp., a subsidiary of Kearney & Trecker Corp.; 10Oct54; KK102210.

Royal Gull, an all-new high-performance amphibian. Royal Gull gullwing, twin-engine pusher. Folder. Appl. author: William Juhre. © Royal Aircraft Corp., a subsidiary of Kearney & Trecker Corp.; 10Oct54; KK102214.

Royal Gull, an all-new high-performance amphibian. Royal Gull, new wings for the air-minded executive. Pamphlet. Appl. author: William Juhre. © Royal Aircraft Corp., a subsidiary of Kearney & Trecker Corp.; 10Oct54; KK102215.

The significant results of the first 120 days of tool-lease. (In American machinist, Aug. 2, 1954, p. 20-21) Appl. author: Emil Schap. © 2Aug54; KK102211.

KELLOGG COMPANY. ©
Rice Krispies. New. Free dangle-dandies. Net wt. 5 1/2 oz. (Cereal) Label. © 1Dec54; KK102394.

KENDALE COMPANY. ©
Three Platter Boy dish holders. La-

bel. Appl. author: Avis Manley.
© 7Jun54; KK101136.

KENDALL FOODS, INC. ©

Don't let hidden hunger shorten your dog's life. Walter Kendall Fives.
© 17Oct54; KK101224.

KENLEE-KARDEN COMPANY. ©

TV Teddy television service. [Cartoons] nos. 1-78 [& 6 others]
(Ad-mats) 7 sheets. © 3Mar54;
KK98457.

KENNER PRODUCTS COMPANY.

American village paint-n-build set.
(Toy) Cut-outs. © Bromo-Mint
Co., d.b.a. Kenner Products Co.;
Court House; Church. © 28Jun54;
KK102631.

American Village paint-n-build set.
(Toy) Label. © Bromo-Mint Co.,
d.b.a. Kenner Products Co.;
28Jun54; KK101447.

School building; Bungalow; Large
home. © 28Jun54; KK102630.

Small building; Gas station.
© 28Jun54; KK102632.

KENTILE, INC. ©

For you who demand the finest. Ken-
Rubber tile floors. (In House &
garden, Feb. 1953) © 20Jan53;
KK99063.

In the proudest homes in America.
KenRubber tile floors. (In
Better homes & gardens, Feb. 1953)
© 10Jan53; KK100055.

Why pay more? You can install a
guaranteed Kentile floor like this
for only \$27.50. (In the Saturday
evening post, May 9, 1953, p. 49)
© 1May53; KK98838.

KETCHAM, HANK.

Dennis the menace. SEE Post-Hall
Syndicate, inc.

KETCHAM, HENRY KING. SEE Ketcham, Hank.

KEY DRUG COMPANY. ©

Free parking. Key's super drug
stores. (General merchandise) (In
Rochester times-union, Oct. 7,
1954, p. 20) Appl. author: Storm
Advertising Co., inc. © 7Oct54;
KK100547.

KEYES, HARMON EDWARD, d.b.a. BIOMET PRODUCTS COMPANY. SEE Biomet Prod- ucts Company.

KEYSTONE MANUFACTURING COMPANY. ©

New Keystone patented Safe-T-Tap.
(Wiring system) Folder. Appl.
author: Herman Brodsky. © 1Sep54;
KK100623.

KICKOFF PUBLISHING COMPANY, INC. ©

The Kickoff. Folder.
Sept. 20, 1954. © 20Sep54;
KK100098.
Oct. 11, 1954. © 11Oct54;
KK100642.
Oct. 18, 1954. © 18Oct54;
KK100894.

KIEKHAEFER CORPORATION. ©

Co-o-o-o-l jewel. Kiekhaefer
Mercury Mark 20. (Outboard
motors) Sheet. Appl. author:
Baker, Johnson & Dickinson.
© 25Jun54; KK102791.

Fun? You know it when the power's by
Mercury. The outboard [motor] that
made water-skiing everybody's sport.
Mercury Mark 50. Sheet. Appl. au-
thor: Baker, Johnson & Dickinson.
© 1May54; KK102792.

Great day in the mornin'. Kiekhae-
fer Mercury Mark 5 [outboard mo-
tor] Sheet. Appl. author: Bak-
er, Johnson & Dickinson.
© 15Mar54; KK99144.

Kiekhaefer Mercury, a lifetime of
outboard [motor] progress packed
into 15 fabulous years. Sheet.

Appl. author: Baker, Johnson &
Dickinson. © 16Jan54; KK99143.

Mercury electric starter and gen-
erator for today's most power-
ful outboard. Sheet. Appl.
author: Baker, Johnson & Dickin-
son. © 15Jan54; KK102793.

Remember your first fish? Kiek-
haefer Mercury Mark 5 with push-
button clutch. (Outboard motors)
Sheet. Appl. author: Baker,
Johnson & Dickinson. © 15Mar54;
KK102790.

Take your pick of summer fun. Enjoy
it more with a Kiekhaefer Mercury
[outboard motor] Sheet. Appl.
author: Baker, Johnson & Dickin-
son. © 15Apr54; KK99142.

KIMBERLY-CLARK CORPORATION. ©

Let's swap ideas. Enamel & coated
printing papers. cPhoto showing
method of proper paper folding;
(In American printer, July 1954,
p. 8-9) Appl. author: Wesley E.
Marchuk. © 25Jun54; KK98529.

Let's swap ideas. [Two boys with
kite] (Paper) (In American
printer, Aug. 1954, p. 76-77)
Appl. author: Wesley E. Marchuk.
© 26Jul54; KK99206.

Let's swap ideas campaign draws to
a close. (Printing papers) (In
American printer, Sept. 1954, p.
46-47) Appl. author: Wesley E.
Marchuk. © 25Aug54; KK99895.

KING MANUFACTURING COMPANY.

King Head cable staples for 3 con-
ductor no. 10, no. 12 and no. 14
wire. 500. Label. © William
Horace Stewart, d.b.a. King Mfg.
Co.; 6Aug54; KK99039.

King Hook cable staples for 3 con-
ductor no. 10, no. 12 and no. 14
wire. No. 125. Contents 100.
Label. © William Horace Stewart,
d.b.a. King Mfg. Co.; 22Oct54;
KK102449.

King Hook cable staples for 2 con-
ductor no. 12 and no. 14 wire.
No. 100. Contents 100. Label.
© William Horace Stewart, d.b.a.
King Mfg. Co.; 22Oct54; KK101541.

KINGSLEY, STUART CORNING.

Baby's candid-photo album, recorded
and preserved. Label. © Stuart
C. Kingsley; 18Jun54; KK97801.

KINGSPORT PRESS, INC. ©

Emily Post. (Books, the image of
America, by Earl S. Miers and Paul
M. Angle, no. 23) (In Publishers'
weekly, Dec. 4, 1954, p. 2219)
© 4Dec54; KK102395.

H. R. Helper. (Books, the image of
America, by Earl S. Miers and Paul
M. Angle, no. 21) (In Publishers'
weekly, Oct. 2, 1954, p. 1493)
© 20Oct54; KK100646.

John Dewey. (Books, the image of
America, by Earl S. Miers and Paul
M. Angle, no. 20) (In Publishers'
weekly, Sept. 4, 1954, p. 859)
© 4Sep54; KK99669.

John Steinbeck. (Books, the image
of America, by Earl S. Miers and
Paul M. Angle, no. 18) (In Pub-
lishers' weekly, July 3, 1954, p.
53) © 3Jul54; KK97977.

M. C. Perry. (Books, the image of
America, by Earl S. Miers and Paul
M. Angle, no. 19) (In Publishers'
weekly, Aug. 7, 1954, p. 551)
© 7Aug54; KK98965.

The mail order catalog. (Books, the
image of America, by Earl S. Miers
and Paul M. Angle, no. 22) (In
Publishers' weekly, Nov. 6, 1954,
p. 1917) © 6Nov54; KK101593.

KINNEY, W. C., d.b.a. PORTABLE ALUMI- NUM IRRIGATION COMPANY. SEE Porta- ble Aluminum Irrigation Company.

KITCHENS OF SARA LEE, INC. ©

Sara Lee all butter pound cake. Net
wt. 12 ozs. Label. Appl. au-
thor: Harper Richards. © 20Jan54;
KK99277.

KITCH'N-HANDY PRODUCTS. SEE Washing- ton Steel Products, inc.

KLER, MILTON, d.b.a. ALLEN'S CARPET LAND. SEE Allen's Carpet Land.

KNIGHT MANUFACTURING COMPANY. ©

The Life Saver, the medicine cabinet
for children. Poster. Appl. au-
thor: Frank S. Knight. © 13Dec54;
KK102547.

KOCH, LOUIS. ©

1954 baseball fan calendar. Ted's
home-made quality ice cream and
candies. © 28May54; KK98090.

KOHLER COMPANY. ©

Asco electrically operated automatic
transfer switches. Folder.
© 1Jun54; KK99517.

KOLAR, MARIE. ©

Mrs. Kolar's home style genuine
Bohemian dumplings. Net wt. 12
oz. Label. © 22Jul54; KK98608.
Mrs. Kolar's home style genuine Bo-
hemian liver dumplings. Net wt.
12 oz. Label. © 22Jul54;
KK98609.

KONO, ALEXANDER, BLANCHE KONO AND FLORENCE KONO SMITH, d.b.a. KONO MANUFACTURING COMPANY. SEE Kono Manufacturing Company.

KONO, BLANCHE, ALEXANDER KONO, AND FLORENCE KONO SMITH, d.b.a. KONO MANUFACTURING COMPANY. SEE Kono Manufacturing Company.

KONO MANUFACTURING COMPANY.

Miss Kay, all the better to see you
with. (Spectacle frames) (In the
Eye, ear, nose & throat monthly,
July 1954, p. 392) Appl. author:
Florence Kono Smith. © Alexander
Kono, Blanche Kono & Florence Kono
Smith, d.b.a. Kono Mfg. Co.;
1Jul54; KK98846.

New Blanchette glamour. (Spectacle
frames) Folder. Appl. author:
Florence Kono Smith. © Alexander
Kono, Blanche Kono & Florence Kono
Smith, d.b.a. Kono Mfg. Co.;
2Jan54; KK99368.

New, the most talked about [specta-
cle] frames of the year. (In the
Optometric weekly, Apr. 1954, p.
525) Appl. author: Florence Kono
Smith. © Alexander Kono, Blanche
Kono & Florence Kono Smith, d.b.a.
Kono Mfg. Co.; 1Apr54; KK98847.

Très Elégante [spectacle frames]
Folder. Appl. author: Florence
Kono Smith. © Alexander Kono,
Blanche Kono & Florence Kono
Smith, d.b.a. Kono Mfg. Co.;
4Jun54; KK98845.

We're taking the wraps off in Chi-
cago. (Spectacle frames) (In
Journal of the American Optometric
Association, May 1954, p. 548 &
549) Appl. author: Florence Kono
Smith. © Alexander Kono, Blanche
Kono & Florence Kono Smith, d.b.a.
Kono Mfg. Co.; 1May54; KK98848.

KOOLVENT METAL AWNING CORPORATION OF AMERICA. ©

Genuine, lifetime KoolVent venti-
lated aluminum awnings. Warranty
certificate. Folder. Appl. au-
thor: Monte M. Blum. © 13Aug54;
KK99954.

KOPPENHOFER, ALBERT H., DONALD J. KOPPENHOFER, ELNA I. KOPPENHOFER, HARVEY H. KOPPENHOFER, AND PAUL H. KOPPENHOFER, a partnership of KOP- PENHOFER BROTHERS. SEE Koppenhofer Brothers.

KOPPENHOFER, DONALD J., ALBERT H. KOPPENHOFER, ELNA I. KOPPENHOFER, HARVEY H. KOPPENHOFER, AND PAUL H. KOPPENHOFER, a partnership of KOPPENHOFER BROTHERS. SEE Koppenhofer Brothers.

KOPPENHOFER, ELNA I., ALBERT H. KOPPENHOFER, DONALD J. KOPPENHOFER, HARVEY H. KOPPENHOFER, AND PAUL H. KOPPENHOFER, a partnership of KOPPENHOFER BROTHERS. SEE Koppenhofer Brothers.

KOPPENHOFER, HARVEY H., ALBERT H. KOPPENHOFER, DONALD J. KOPPENHOFER, ELNA I. KOPPENHOFER, AND PAUL H. KOPPENHOFER, a partnership of KOPPENHOFER BROTHERS. SEE Koppenhofer Brothers.

KOPPENHOFER, PAUL H., ALBERT H. KOPPENHOFER, DONALD J. KOPPENHOFER, ELNA I. KOPPENHOFER, AND HARVEY H. KOPPENHOFER, a partnership of KOPPENHOFER BROTHERS. SEE Koppenhofer Brothers.

KOPPENHOFER BROTHERS.
Morning Belle brand turkey, the chef's choice. Label. Appl. author: Donald J. Koppenhofer.
© Koppenhofer Bros., a partnership including Albert H. Koppenhofer, Donald J. Koppenhofer, Elna I. Koppenhofer, Harvey H. Koppenhofer & Paul H. Koppenhofer; 10Jun54; KK98683.

KOPS BROTHERS, INC. ©
New York says, the greatest thing since the fig leaf is Behave. (Corsetry) (In Women's wear daily, June 24, 1954, p. 13)
© 24Jun54; KK98908.

Nothing makes your figure behave like Behave. (Corsetry) (In Harper's bazaar, Oct. 1954, p. 97)
© 28Sep54; KK100320.

Your passport to bigger profits, Nemo Passport, the liveliest girdle going. (In Corset & underwear review, July 1954, p. 62)
© 8Jul54; KK98469.

KOSMOS ELECTRO-FINISHING RESEARCH, INC. ©
Ker-Chro-Mite [cleaning acid] Old Kosmos. Label. Appl. author: John C. Kosmos. © 30Sep54; KK100888.

KOZAK AUTO DRYWASH. ©
Kozak auto Dry Wash defies Ozark Mt. mud. (Polishing cloths) Sheet. Appl. author: E. C. Walker.
© 5Dec53; KK97911.

Nice car? Wipe it off every nice day with a \$2 Kozak auto dry wash cloth ... Sheet. Appl. author: E. C. Walker, Kozak Auto Dry Wash.
© 30Jul54; KK99279.

A \$2 Kozak cleans your car fast and easy, or it's yours to keep free. (Polishing cloths) Sheet. Appl. authors: E. C. Walker. © 5Dec53; KK97913.

A \$2 Kozak saves you up to \$100, or it's yours to keep free. (Polishing cloths) Sheet. Appl. author: E. C. Walker. © 5Dec53; KK97912.

KRAFT FOODS COMPANY. ©
Made with real whipped egg whites. New Kraft marshmallows. (In the Detroit news, July 7, 1954, p. 28)
Appl. author: J. Walter Thompson Co. © 7Jul54; KK98250.
A new candy treat, marshmallow caramel white caps. (In the Indianapolis times, Nov. 4, 1954, p. 12)
Appl. author: J. Walter Thompson Co. © 4Nov54; KK101920.
New Kraft marshmallows, feel the difference. (In the Indianapolis news, Oct. 21, 1954, p. 35)

Appl. author: J. Walter Thompson Co. © 21Oct54; KK101675.

New Kraft marshmallows, made with real whipped egg whites. (In Youngstown vindicator, Youngstown, Ohio, July 15, 1954, p. 16)
Appl. author: J. Walter Thompson Co. © 15Jul54; KK99035.

KRIM, IRWIN G., AND NATHAN B. KRIM, t.a. JU-C-ORANGE OF AMERICA. SEE Ju-C-Orange of America.

KRIM, NATHAN B., AND IRWIN G. KRIM, t.a. JU-C-ORANGE OF AMERICA. SEE Ju-C-Orange of America.

KRIZ, ALDRICH. ©
Cocoanut macaroons. 6 count. Label. © 28Dec54; KK102817.

KRUEGER (G.) BREWING COMPANY. ©
Hola, there's mucho cheer for you whenever you drink Krueger brew. [Dancers] (In the Bangor daily news, Bangor, Me., May 15, 1953, p. 13) Appl. author: Grey Advertising Agency. © 15May53; KK98756.

This bracing brew sure makes a hit ... There's more cheer in Krueger beer. (In Trenton evening times, Mar. 25, 1953, p. 35) Appl. author: Grey Advertising Agency.
© 25Mar53; KK98757.

KTAV PUBLISHING HOUSE. ©
Creative leathercraft set. Label. Appl. author: Aralee Kazdan.
© 18Nov54; KK102660.

Paint your own 3D Yomtov wall plaques. Label. Appl. author: Emanuel A. Lopez. © 18Nov54; KK102664.

Whiz-Quiz of Jewish knowledge. Electric question and answer game. Label. Appl. author: Gabe Josephson. © 16Jul54; KK98281.

Yom Tov construction sewing cards. Label. Appl. author: Aralee Kazdan. © 18Nov54; KK102661.

Yom Tov embroidery set. Label. Appl. author: Aralee Kazdan. © 18Nov54; KK102663.

Yom Tov modelling clay fun. Label. Appl. author: Emanuel A. Lopez. © 18Nov54; KK102662.

KULWIN, SEYMOUR, d.b.a. JEFFREY-ALLAN INDUSTRIES, INC. SEE Jeffrey-Allan Industries, inc.

KYBERNETES CORPORATION, division of SELF WINDING CLOCK COMPANY, INC. SEE Self Winding Clock Company, inc.

L

LADY BRADSTREET. SEE Schluttig, Pearl L.

LADY ESTHER. ©
Lady Esther announces amazing new baby-skin oil to relieve thirsty skin. Appl. author: Dancer-Fitzgerald-Sample, inc. © 9Nov54; KK101506.

LAMB, ORA WILLIAM.
Nat first ad service. Order mat number NF 1. (Printing) Sheet. Appl. author: James Allison Barry. © Ora William Lamb & James Allison Barry; 1Sep54; KK99945.
Nat first ad service. Order mat number NF 2. (Printing) Sheet. Appl. author: James Allison Barry. © Ora William Lamb & James Allison Barry; 1Sep54; KK99946.
Nat first ad service. Order mat number NF 3. (Printing) Sheet. Appl. author: James Allison Barry. © Ora William Lamb & James Allison Barry; 1Sep54; KK99947.

Nat first ad service. Order mat number NF 4. (Printing) Sheet. Appl. author: James Allison Barry. © Ora William Lamb & James Allison Barry; 1Sep54; KK99948.

Nat first ad service. Order mat number NF 5. (Printing) Sheet. Appl. author: James Allison Barry. © Ora William Lamb & James Allison Barry; 1Sep54; KK99949.

Presenting the first national family. (Advertising mats) Sheet. Appl. author: James Allison Barry. © Ora W. Lamb & James A. Barry; 14Jul54; KK99950.

LAMPKIN LABORATORIES, INC. ©
How to make money in mobile-radio maintenance. 6 p. Appl. author: Guy Forest Lampkin. © 23Dec54; KK102814.

Micrometer frequency meter. Type 103-B and type 105-B. Sheet. Appl. author: Guy Forest Lampkin. © 17Nov54 (in notice: 1953); KK101727.

LANDERS, FRARY AND CLARK. ©
Take a tip from Santa, make it a Universal Christmas. (Home appliances) (In Look, Dec. 14, 1954, p. 64-65) Appl. author: Gould & Tierney, inc. © 30Nov54; KK102529.

LANDY, LUCILLE, d.b.a. LANDY COMPANY. SEE Landy Company.

LANDY COMPANY.
Turnetts, to make your mattress last and last and last. Folder. © Lucille Landy, d.b.a. Landy Co.; 27Sep54; KK102168.

LANG, MOLLY.
An all year photo finish valentine. (Photo stamps) Sheet. © Molly Lang & Dwight Buzick; 16Aug54; KK100316.

LANG BROTHERS. ©
Bulkette tablets ... for the control of overweight. One hundred. Label. Appl. author: Robert Lee Lang. © 11Jun54; KK101089.

LANOLIN CARE COSMETICS. ©
Lanolin Care, the caress of beauty for your skin. Pamphlet. Appl. author: Frances Hornady. © 12Jul54; KK99220.

LANSHIRE CLOCK AND INSTRUMENT CORPORATION. ©
Build your own self-starting electric clock. Build-O' Clock. [No. 1. Black & white] (Construction kit) Sheet. © 10Aug54; KK99830.
Build your own self-starting electric clock. Build O' Clock. [No. 2. Color] (Construction kit) Label. © 10Aug54; KK99831.

LARSEN COMPANY. ©
Veg-All mixed garden vegetables. 1 lb. net wt. Label. Appl. author: The United States Printing & Lithograph Co. © 19Aug54; KK99670.

LARVEX DIVISION, ZONITE PRODUCTS CORPORATION. SEE Zonite Products Corporation.

LAVERSON BUREAU OF ADVERTISING, INC. ©
Ad-ventures. Pamphlet. No. 37. © 26Jul54; KK99010. No. 38. © 10Oct54; KK100972.

LAWN SEED CORPORATION. ©
Nu-Turf lawn seed. Net wt. 5 lbs. Label. Appl. author: Lawrence William Teweles. © 7Jul54; KK99333.

LAWNITE COMPANY. ©
Aluminum outdoor furniture, by Lawnlite. 1955. Pamphlet. Appl. author: Gottschaldt-Mickelberry, inc. © 20Sep54; KK100920.

LEA MANUFACTURING COMPANY. ©
CLEANegg compound. The practical
way to clean eggs. Label. Appl.
author: Leo J. Bakinow.
© 11Oct54; KK102377.

LEDERER, FREDERICK E., AND BENJAMIN M.
LEVIN, JR., d.b.a. FREEZER QUEEN
PRODUCTS COMPANY. SEE Freezer Queen
Products Company.

LEDERMAN, GEORGE AND HARVEY S. LEDER-
MAN, d.b.a. PLAUT AND LEDERMAN. SEE
Plaut and Lederman.

LEDERMAN, HARVEY S. AND GEORGE LEDER-
MAN, d.b.a. PLAUT AND LEDERMAN. SEE
Plaut and Lederman.

LEE (H. D.) COMPANY. ©
Action fit Lee Riders fit active
school life. (Cowboy jeans) (In
the Progressive farmer, Aug. 1954,
p. 26) Appl. author: Dean Pen-
nington. © 15Jul54; KK99104.

After school ccowboy jeans. Lee
Riders fit everywhere. cWhite
boy with cup in right hand (In
Life, Aug. 2, 1954, p. 41)
Appl. author: Dean Pennington.
© 30Jul54; KK99054.

After school cwestern jeans. Lee
Riders fit everywhere. cColored
boy with cup in left hand (In
Ebony, Sept. 1954, p. 49)
Appl. author: Dean Pennington.
© 11Aug54; KK99503.

Back-to-school cblue jeans. You
belong in Lee Riders. cColored
girl at soda fountain (In
Ebony, Sept. 1954, p. 49)
Appl. author: Dean Pennington.
© 11Aug54; KK99502.

Back-to-school cblue jeans. You
belong in Lee Riders. cWhite
girl at soda fountain (Dun-
garees) (In Life, Aug. 2, 1954,
p. 41) Appl. author: Dean Pen-
nington. © 30Jul54; KK99055.

Dad's day news. Lee matched shirts
and pants most practical gift in
town. (In Life, June 14, 1954, p.
136) Appl. author: Dean Penning-
ton. © 11Jun54; KK97783.

Dress look of Lee work clothes
pleases wives. (Matched shirt &
pants) (In Ladies' home journal,
Oct. 1954, p. 6) Appl. author:
Dean Pennington. © 30Sep54;
KK101361.

Dress-up extras; Lee clothes wear
longer, look better. (Matched
shirt & pants) (In Argosy, Oct.
1954, p. 10) Appl. author: Dean
Pennington. © 20Sep54; KK101979.

Dress-up extras, men find they make
Lee clothes longer wearing, better
looking, more comfortable.
(Matched shirts & pants) (In Dell
men's group magazines (Fifteen
western tales), Oct. 1954, p. 7)
Appl. author: Dean Pennington.
© 31Aug54; KK101780.

Dress-up extras, men find they make
Lee clothes longer wearing, better
looking, more comfortable.
(Matched shirts & pants) (In
Railroad, Sept. 1954, p. 7)
Appl. author: Dean Pennington.
© 10Aug54; KK100484.

Dress-up extras; men find they make
Lee clothes longer wearing, more
comfortable, better looking.
(Matched shirts & pants) (In Dell
men's group magazines (Inside de-
tective), Oct. 1954, p. 18)
Appl. author: Dean Pennington.
© 31Aug54; KK101522.

Farm clothes, in town, in the field,
successful farmers prefer Lee
clothes. (Matched shirt & pants)
(In Country gentlemen, Sept. 1954,
p. 22) Appl. author: Dean Pen-
nington. © 25Aug54; KK100435.

How to say a practical merry Christ-
mas. (Matched shirts & pants,
blue jeans & western pants) (In
Argosy, Dec. 1954, p. 2) Appl.
author: Dean Pennington.
© 20Nov54; KK102574.

In town, in the field, farmer busi-
nessman tells why he wears Lee
work clothes. (Matched shirts &
pants) (In Farm and ranch, Oct.
1954, p. 43) Appl. author: Dean
Pennington. © 10Sep54; KK101683.

Lee clothes, most comfort and wear
for your money. (Matched shirts &
pants, blue jeans, western pants &
overalls) (In Life, Sept. 13,
1954, p. 89) Appl. author: Dean
Pennington. © 10Sep54; KK100021.

Lee Riders fit snug and ride low.
(Western jeans) (In the National
future farmer, fall 1954, p. 44)
Appl. author: Dean Pennington.
© 10Oct54; KK101418.

New gift ideas, how to say a practi-
cal merry Christmas. (Matched
shirts & pants) (In Texas rang-
ers (Thrilling fiction group),
Jan. 1955, p. 29) Appl. author:
Dean Pennington. © 1Nov54;
KK102536.

Of all [western] jeans, we go for
the Lee Riders look, says football
letterman, editor of high school
paper, from Belleville, Ill. (In
Boys' life, Oct. 1954, p. 52)
Appl. author: Dean Pennington.
© 20Sep54; KK101362.

Send them back to school in Lee Rid-
ers. [3 illus.; couple on steps]
(Cowboy pants) (In Ladies' home
journal, Aug. 1954, p. 68) Appl.
author: Dean Pennington.
© 29Jul54; KK99679.

Send them back to school in Lee Rid-
ers. c3 illus.; woman washing
(Cowboy pants) (In Farm and ranch,
Sept. 1954, p. 30) Appl. author:
Dean Pennington. © 10Aug54;
KK99680.

Work clothes. How Lee tailored fit
lightens your work. (Overalls,
dungarees & jackets) (In Fantas-
tic story (Thrilling fiction
group), winter 1955, p. 17)
Appl. author: Dean Pennington.
© 1Nov54; KK102538.

Work clothes. How Lee tailored fit
lightens your work. Any job is
tough if poorly fitted clothes ...
(Overalls, jackets & dungarees)
(In Ebony, Nov. 1954, p. 79)
Appl. author: Dean Pennington.
© 13Oct54; KK101484.

Work clothes. How Lee tailored fit
lightens your work. Most jobs are
tough enough. (Overalls, dunga-
rees & jackets) (In Popular fic-
tion group (Railroad) Nov. 1954,
p. 63) Appl. author: Dean Pen-
nington. © 10Oct54; KK101778.

Work clothes. Railroad men demon-
strate Lee action fit. (Overalls
& dungarees, matched shirt &
pants, union-alls) (In Locomotive
engineers journal, Oct. 1954, p. 4
of cover) Appl. author: Dean
Pennington. © 10Oct54; KK101629.

Work clothes. Toughest clothes for
every railroad job. (Overalls,
jackets, dungarees, matched shirts
& pants) (In Locomotive engi-
neers journal, Nov. 1954, p. 781)
Appl. author: Dean Pennington.
© 1Nov54; KK101974.

World's biggest tailoring job. Lee
Riders size 276. [11 1/8 x 4 3/4
in. ad] (Western jeans) (In the
Progressive farmer, Oct. 1954, p.
138) Appl. author: Dean Penning-
ton. © 15Sep54; KK101416.

World's biggest tailoring job. Lee
Riders size 276. [10 1/2 x 2 1/2
in. ad] (Western jeans) (In Farm
and ranch, Oct. 1954, p. 18)
Appl. author: Dean Pennington.
© 10Sep54; KK101417.

World's most thrilling sport rodeo.
Lee Riders, best cowboy pants
made. (In Life, July 12, 1954, p.
25) Appl. author: Dean Penning-
ton. © 9Jul54; KK98998.

You belong in Lee Riders. (Cowboy
jeans) (In the National future
farmer, summer 1954, p. 28)
Appl. author: Dean Pennington.
© 1Jul54; KK99099.

LEEMING (THOMAS) AND COMPANY, INC. ©
If Peter Pain knots you up with mus-
cle aches ... Rub in Ben-Gay.
(Medicinal ointment) (In Country
gentleman, v. 124, no. 10, p. 111)
© 29Sep54; KK100898.

LE FEBURE CORPORATION. ©
How much is a good idea worth? Le
Febure Post-To-Check Plan. (Book-
keeping files & folders) Pamph-
let. © 9Aug54; KK99216.

LEGAL STATIONERY COMPANY, INC. ©
All-steel corporation outfit boxes.
Sheet. Appl. author: Jacob
Schulman. © 19Jul54; KK99690.

LEKAS AND DRIVAS, INC. ©
Lekas and Drivas imported pure olive
oil. One gallon net. Label.
Appl. author: Rene Cinquin.
© 10Oct53; KK98026.

LEMOINE, HYATT. ©
Directions for brewing Le Moyne
Paraguay tea. Sheet. © 19Jul54;
KK98430.

LENZ, ELLIS CHRISTIAN. ©
Glenzoil stops rust, nothing like
it. (Oil compound) Folder.
© 1Sep54; KK99843.

LEVEL VALLEY DAIRY. ©
Level Valley butter. One pound net.
Label. Appl. author: Sutherland
Paper Co. © 2Aug54; KK99075.

LEVER BROTHERS COMPANY. ©
Good Luck clover annual newsboy con-
test. (Margarine) (In the Erie
dispatch, Oct. 28, 1954, p. 7)
© 28Oct54; KK101232.

Good Luck clover annual newsboy con-
test. (Margarine) (In the Erie
dispatch, Nov. 4, 1954, p. 23)
© 4Nov54; KK102023.

LEVIN, BENJAMIN M., JR., AND FREDERICK
E. LEDERER, d.b.a. FREEZER QUEEN
PRODUCTS COMPANY. SEE Freezer Queen
Products Company.

LEVINSON, ALBERT JOSEPH.
Gasco Pete says: Buy your jewelry
from Albert's. Card. © Al Lev-
inson; 19Aug54; KK99664.

LEVITT, D. J. ©
You can borrow \$50 to \$300 entirely
by mail. Postal Finance Company.
(Personal loans) Card.
© 30Sep54; KK100284.

LEVOLOR LORENTZEN, INC. ©
When Mr. Sun shines bright, be sure
they're Levolor built custom vene-
tians. (In Better homes & gar-
dens, Apr. 1953, p. 256)
© 16Feb53; KK99179.

LEVY (HENRY S.) AND SONS, INC. ©
All right already, tomorrow I'll
have it for you. Levy's real Jew-
ish rye [bread] A woman will do
almost anything ... (In the New
York times, Oct. 11, 1954, p. 12)
Appl. author: Doyle Dane Bernbach,
inc. © 11Oct54; KK100647.

LEVY (HENRY S.) AND SONS,
INC. Cont'd.

All right already, tomorrow I'll have it for you. Levy's real Jewish rye bread! Why are people all over New York ... (In the New York times, Sept. 30, 1954, p. 23) Appl. author: Doyle Dane Bernbach, inc. © 30Sep54; KK100293.

All right already, tomorrow I'll have it for you. Levy's real Jewish rye [bread] Women have been known to get violent ... (In the New York times, Oct. 4, 1954, p. 10) Appl. author: Doyle Dane Bernbach, inc. © 4Oct54; KK100649.

LEWIS ASPHALT ENGINEERING CORPORATION. ©

Big steel needed Karnak waterproofing products. (In Engineering news-record, July 22, 1954, p. 80) Appl. author: Wilson, Haight, Welch & Grover, inc. © 22Jul54; KK98666.

Chicago's famous Merchandise Mart called for Karnak waterproofing products. (In Architectural forum, Oct. 1954, p. 56) Appl. author: Wilson, Haight, Welch & Grover. © 19Oct54; KK100974.

Far lower temperature under Karnak aluminum coating. (Reflective insulating paint) (In Roofing, siding & insulation, Nov. 1954, p. 2 of cover) Appl. author: Wilson, Haight, Welch & Grover. © 8Nov54; KK101385.

For a secure barrier against hydrostatic head, call for Karnak waterproofing products. (In Roofing, siding and insulation, Aug. 1954, p. 2 of cover) Appl. author: Wilson, Haight, Welch & Grover, inc. © 6Aug54; KK99015.

It's smart to do the complete job with Karnak roofing and waterproofing fabric. (In Roofing, siding and insulation, Sept. 1954, p. 2 of cover) Appl. author: Wilson, Haight, Welch & Grover. © 23Sep54; KK100218.

Karnak covers them all. (Waterproofing products) (In Roofing, siding and insulation, Oct. 1954, p. 2 of cover) Appl. author: Wilson, Haight, Welch & Grover. © Lewis Asphalt Engineering Co.; 13Oct54; KK100745.

LEWYT CORPORATION. ©

Announcing the most sensational vacuum cleaner of all time. All new 1955 Lewyt on big wheels. (In Better homes & gardens, Dec. 1954, p. 24) Appl. author: Hicks & Greist, inc. © 24Nov54; KK101748.

Announcing the most sensational vacuum cleaner of all time. All new 1955 Lewyt on big wheels. (In Life, Oct. 11, 1954, p. 76) Appl. author: Hicks & Greist, inc. © 8Oct54; KK100611.

Announcing the most sensational vacuum cleaner of all time. All new 1955 Lewyt on big wheels. (In Look, Nov. 16, 1954, p. 20) Appl. author: Hicks & Greist, inc. © 1Nov54; KK101295.

Announcing the most sensational vacuum cleaner of all time. The 1955 all new Lewyt on big wheels. (In the Saturday evening post, Sept. 25, 1954, p. 72-73) Appl. author: Hicks & Greist, inc. © 21Sep54; KK100075.

LIBBEY OWENS FORD GLASS COMPANY.

Biggest daylighting news in 5 years. (Translucent building panels) Folder. © Libbey Owens Ford Glass Co., Corrugulux Division; 4Aug54; KK100108.

Corrugulux free ad mats for your newspaper advertising. (Translucent panels) Folder. © Libbey Owens Ford Glass Co., Corrugulux Division; 15Jul54; KK98285.

Shatterproof Corrugulux, the translucent structural panel of unequalled quality. Folder. © Libbey Owens Ford Glass Co., Corrugulux Division; 15Jul54; KK98284.

What to look for in a good translucent building panel. Folder. © Libbey Owens Ford Glass Co., Corrugulux Division; 20Aug54; KK102017.

LIBBY, MCNEILL AND LIBBY. ©

Frozen french fried potatoes. Net weight 9 oz. Label. © 12Nov54; KK102476.

Frozen fresh concentrate for limeade. Net 6 fl. oz. Label. © 16Nov53; KK101101.

Frozen fresh cut wax beans. Net weight 10 oz. Label. © 30Jun54; KK100832.

Frozen fresh golden sweet cream style corn. Net weight 10 oz. Label. © 14Oct54; KK101225.

Frozen-fresh grapefruit and orange juice. Net 6 fl. oz. Label. © 18Jun54; KK100066.

LIEBEL-FLARSHEIM COMPANY. ©

A genuine Bovie [electrosurgical] unit for your office. Folder. Appl. author: Charles A. Branham. © 11Oct54; KK100931.

Roentgen Kymograph, an X-ray device for recording the functional motion of internal organs. Folder. Appl. author: Charles A. Branham. © 30Nov54; KK102032.

LIEBENOW, JULIUS GUSTAVE. ©

The Die-Registerer. (Printing machinery) Folder. © 3Nov54; KK102142.

LIEBMANN BREWERIES, INC. ©

The beer season never ends for Rheingold extra dry. [Miss Rheingold with fall flowers & pony; photo of Douglas Fairbanks, Jr.] (In Connecticut beverage journal blue book, Oct. 1954, p. 157) Appl. author: Foote, Cone & Belding. © 1Oct54; KK101933.

July sales will fly high for Rheingold dealers everywhere. [Miss Rheingold at airport; photo of Douglas Fairbanks, Jr.] (In Connecticut beverage journal blue book, July 1954, p. 133) Appl. author: Foote, Cone & Belding. © 1Jul54; KK98527.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Fireplace scene; popping popcorn] (In New York post, Jan. 31, 1954) Appl. author: Foote, Cone & Belding. © 31Jan54; KK97843.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold & chestnut vendor] (In New York post, Feb. 28, 1954) Appl. author: Foote, Cone & Belding. © 28Feb54; KK97842.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold & St. Bernard dogs; color] (In New York post, Jan. 3, 1954, comic section) Appl. author: Foote, Cone & Belding. © 3Jan54; KK97992.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold with fall flowers & pony; color] (In New York post, Jan. 4, 1954, p. 29) Appl. author: Foote, Cone & Belding. © 4Jan54; KK97991.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold at airport] (In Sunday mirror magazine section, New York, June 20, 1954, p. 20) Appl. author: Foote, Cone & Belding. © 20Jun54; KK99583.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold at airport; interior airplane scene] (In the New York times, July 6, 1954, p. 46) Appl. author: Foote, Cone & Belding. © 6Jul54; KK99592.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold in garden planting flowers] (In New York post, Apr. 25, 1954, comic section) Appl. author: Foote, Cone & Belding. © 25Apr54; KK99589.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold in horse drawn wagon; western scene] (In New York journal American (Saturday home comics), May 15, 1954, comic section) Appl. author: Foote, Cone & Belding. © 15May54; KK99587.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold on buckboard; frontier style barbecue scene] (In Daily news, New York, Aug. 23, 1954, p. 37) Appl. author: Foote, Cone & Belding. © 23Aug54; KK99806.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold on buckboard; western scene] (In Sunday news coloroto magazine, Sept. 26, 1954, p. 13) Appl. author: Foote, Cone & Belding. © 26Sep54; KK101394.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold on ship; table scene] (In Daily news, New York, Aug. 2, 1954, p. 29) Appl. author: Foote, Cone & Belding. © 2Aug54; KK99807.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold on ship's deck; color] (In New York journal American (Saturday home comic), July 17, 1954, comic section) Appl. author: Foote, Cone & Belding. © 17Jul54; KK99586.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold on S. S. United States; color] (In Sunday news, New York, Aug. 1, 1954, p. 5) Appl. author: Foote, Cone & Belding. © 1Aug54; KK99802.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold planting flowers; table scene] (In the New York times, Apr. 30, 1954, p. 48) Appl. author: Foote, Cone & Belding. © 30Apr54; KK100539.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold with dog & boxes; table scene] (In Daily mirror, New York, Apr. 5, 1954, p. 7) Appl. author: Foote, Cone & Belding. © 5Apr54; KK99808.

My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold with fall flowers & pony; color] (In New York journal American Sunday

- pictorial review, Oct. 3, 1954, p. 16) Appl. author: Foote, Cone & Belding. © 30Oct54; KK101940.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold with fall flowers & pony; table scene] (In Daily news, New York, Oct. 4, 1954, p. 45) Appl. author: Foote, Cone & Belding. © 4Oct54; KK101932.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold with foal; color] (In New York journal American (Saturday home comic), May 29, 1954, comic section) Appl. author: Foote, Cone & Belding. © 29May54; KK99621.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Sports car scene; color] (In Sunday news coloroto magazine, Sept. 5, 1954, p. 20) Appl. author: Foote, Cone & Belding. © 5Sep54; KK101395.
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- My beer is Rheingold, the dry beer, says Aldo Ray. (In Daily news, New York, Oct. 18, 1954, p. 49) Appl. author: Foote, Cone & Belding. © 18Oct54; KK101935.
- My beer is Rheingold, the dry beer, says Anne Baxter. (In Daily mirror, New York, Apr. 26, 1954, p. 9) Appl. author: Foote, Cone & Belding. © 26Apr54; KK99811.
- My beer is Rheingold, the dry beer, says Arlene Dahl. (In Daily news, New York, Oct. 25, 1954, p. 41) Appl. author: Foote, Cone & Belding. © 25Oct54; KK101936.
- My beer is Rheingold, the dry beer, says Claudette Colbert. (In Daily news, New York, Sept. 13, 1954, p. 43) Appl. author: Foote, Cone & Belding. © 13Sep54; KK101939.
- My beer is Rheingold, the dry beer, says David Niven. (In Daily mirror, New York, May 24, 1954, p. 11) Appl. author: Foote, Cone & Belding. © 24May54; KK99815.
- My beer is Rheingold, the dry beer, says David Wayne. (In Daily news, New York, Mar. 29, 1954, p. 45) Appl. author: Foote, Cone & Belding. © 29Mar54; KK97990.
- My beer is Rheingold, the dry beer, says Dick Powell. (In Daily mirror, New York, Apr. 19, 1954, p. 13) Appl. author: Foote, Cone & Belding. © 19Apr54; KK99812.
- My beer is Rheingold, the dry beer, says Dorothy McGuire. (In Daily news, New York, Aug. 16, 1954, p. 33) Appl. author: Foote, Cone & Belding. © 16Aug54; KK99805.
- My beer is Rheingold, the dry beer, says Gladys Swarthout. (In Daily mirror, New York, May 17, 1954, p. 9) Appl. author: Foote, Cone & Belding. © 17May54; KK99814.
- My beer is Rheingold, the dry beer, says Glenn Ford. (In New York post, Jan. 18, 1954, p. 25) Appl. author: Foote, Cone & Belding. © 18Jan54; KK97994.
- My beer is Rheingold, the dry beer, says Guy Lombardo. (In Daily news, New York, Aug. 30, 1954, p. 31) Appl. author: Foote, Cone & Belding. © 30Aug54; KK99801.
- My beer is Rheingold, the dry beer, says Joan Crawford. (In Daily mirror, New York, June 28, 1954, p. 7) Appl. author: Foote, Cone & Belding. © 28Jun54; KK99585.
- My beer is Rheingold, the dry beer, says Joanne Dru. (In Daily mirror, New York, May 31, 1954, p. 11) Appl. author: Foote, Cone & Belding. © 31May54; KK99818.
- My beer is Rheingold, the dry beer, says Joanne Dru. (In New York world-telegram and sun, June 1, 1954, p. 20) Appl. author: Foote, Cone & Belding. © 1Jun54; KK100540.
- My beer is Rheingold, the dry beer, says Joe E. Lewis. (In Daily news, New York, Sept. 27, 1954, p. 33) Appl. author: Foote, Cone & Belding. © 27Sep54; KK101937.
- My beer is Rheingold, the dry beer, says Lex Barker. (In Daily news, New York, July 12, 1954, p. 39) Appl. author: Foote, Cone & Belding. © 12Jul54; KK99588.
- My beer is Rheingold, the dry beer, says Elizabeth Scott. (In the New York times, July 19, 1954, p. 36) Appl. author: Foote, Cone & Belding. © 19Jul54; KK99591.
- My beer is Rheingold, the dry beer, says Rex Harrison. (In Daily mirror, New York, June 14, 1954, p. 15) Appl. author: Foote, Cone & Belding. © 14Jun54; KK99590.
- My beer is Rheingold, the dry beer, says Ronald Reagan. (In Daily mirror, New York, May 10, 1954, p. 9) Appl. author: Foote, Cone & Belding. © 10May54; KK99813.
- My beer is Rheingold, the dry beer, says Van Heflin. (In Daily news, New York, Aug. 9, 1954, p. 31) Appl. author: Foote, Cone & Belding. © 9Aug54; KK99810.
- My beer is Rheingold, the dry beer, says William Powell. (In Daily news, New York, Sept. 20, 1954, p. 35) Appl. author: Foote, Cone & Belding. © 20Sep54; KK101938.
- My beer is Rheingold, the dry beer, says Willie Mays. (In New York journal American, Oct. 1, 1954, p. 36) Appl. author: Foote, Cone & Belding. © 1Oct54; KK101941.
- November news: Rheingold has more sales ammunition for you. [Miss Rheingold duck hunting; photo of Douglas Fairbanks, Jr.] (In Connecticut beverage journal blue book, Nov. 1954, p. 187) Appl. author: Foote, Cone & Belding. © 1Nov54; KK101934.
- Rheingold dealers salute September, the extra dryest month of the year. [Miss Rheingold & sports cars; photo of Douglas Fairbanks, Jr.] (In Connecticut beverage journal blue book, Sept. 1954, p. 129) Appl. author: Foote, Cone & Belding. © 1Sep54; KK99817.
- This symbol alone doesn't make a famous motor car. Rheingold extra dry lager beer. (In Daily mirror, New York, Apr. 12, 1954, p. 7) Appl. author: Foote, Cone & Belding. © 12Apr54; KK99809.
- Vote now, elect Miss Rheingold 1955. Rheingold extra dry lager beer. (In New York journal American, Aug. 14, 1954, comic section) Appl. author: Foote, Cone & Belding. © 14Aug54; KK99816.
- Why is Rheingold extra dry lager beer America's most imitated beer? Why is Rheingold extra dry lager beer the East's largest-selling beer? (In Daily mirror, New York, June 21, 1954, p. 9) Appl. author: Foote, Cone & Belding. © 21Jun54; KK99594.
- Words, mere words, oh what a waste. Rheingold extra dry lager beer. (In the New York times, July 26, 1954, p. 36C) Appl. author: Foote, Cone & Belding. © 26Jul54; KK99593.
- LIEN CHEMICAL COMPANY. ©
Free hand soap offer. Folder.
Appl. author: Carl B. Lien.
© 3May54; KK99147.
- LIFE RESEARCH CORPORATION. ©
Wey Rite nutritional weight control.
Net weight 18 oz. (Food alter-nate) Label. © 15Sep54; KK100993.
- LIGGETT AND MYERS TOBACCO COMPANY. ©
Get much more flavor, much less nicotine. L & M, now king size or regular. [Hands & packages] (In Daily news, New York, Aug. 23, 1954, p. 27) Appl. author: Cunningham & Walsh, inc. © 23Aug54; KK99925.
- I like Chesterfield best, says Tab Hunter. (In the Tech talk, Nov. 5, 1954, p. 6) Appl. author: Cunningham & Walsh, inc. © 5Nov54; KK102201.
- In the stocking, under the tree, Chesterfield for a happy holiday. [Gift package; color] (In U. S. news & world report) Appl. author: Cunningham & Walsh, inc. © 10Dec54; KK102828.
- In the whole wide world, no cigarette satisfies like a Chesterfield. [Hand & open package] (In the Sporting news, Oct. 13, 1954, p. 8) Appl. author: Cunningham & Walsh, inc. © 13Oct54; KK101125.
- In the whole wide world, no cigarette satisfies like a Chesterfield. [Pilot & stewardess] (In the Spectrum, Nov. 19, 1954, p. 8) Appl. author: Cunningham & Walsh, inc. © 19Nov54; KK102202.
- Iris Smith, Miss Harlem, says: I like Chesterfield best. Appl. author: Cunningham & Walsh, inc. © 1Dec54; KK102415.
- L & M has won ... It's the filter that counts, and L & M has the best. [Hand & packages] (In Daily news, New York, Sept. 7, 1954, p. 27) Appl. author: Cunningham & Walsh, inc. © 7Sep54; KK99921.
- L & M is best, stands out from all the rest. [Endorsed by] Dorothy Kilgallen [and 2 others] (In Daily news, New York, Nov. 29, 1954, p. 45) Appl. author: Cunningham & Walsh, inc. © 29Nov54; KK102198.
- L & M is best, stands out from all the rest. [Endorsed by] Joan Bennett [and 2 others] (In Daily news, New York, Nov. 22, 1954, p. 27) Appl. author: Cunningham & Walsh, inc. © 22Nov54; KK102197.
- L & M now king size or regular, both same low price. [Hand & packages; black & white] (In the New York times, Aug. 2, 1954, p. 18) Appl. author: Cunningham & Walsh, inc. © 2Aug54; KK99013.
- L & M now king size or regular, both same low price. [Hand & packages; color] Appl. author: Cunningham & Walsh, inc. © 8Sep54; KK100158.
- L & M's got everything. [Endorsed by] Diana Lynn [and 3 others] (In Daily news, New York, Dec. 6, 1954, p. 23) Appl. author: Cunningham & Walsh, inc. © 6Dec54; KK102416.
- L & M's got everything. Miracle tip. [Endorsed by] Janet Blair [and 2 others] (In Daily news, New York, Dec 13, 1954, p. 29) Appl. author: Cunningham & Walsh, inc. © 13Dec54; KK102827.
- Look up satisfy, that's what Chesterfields do. Yvonne Jones. (In Our world, Nov. 1954, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 10Oct54; KK100573.

LIGGETT AND MYERS TOBACCO COMPANY.
Cont'd.

Meet Chesterfield's prize-winning poster girl. Billie Allen. (In Tan, Aug. 1954, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 15Jul54; KK98223.

No filter compares with L & M's Miracle Tip for quality or effectiveness. cEndorsed by Joan Bennett and 2 others. Hand & packages Appl. author: Cunningham & Walsh, inc. © 12Nov54; KK102829.

Say hey, these Chesterfields are great. Willie Mays. (In Tan, Oct. 1954, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 15Sep54; KK100159.

This is it. L & M king size and regular. [Endorsed by] Maurice Evans [and 6 others] (In the Saturday evening post, Oct. 16, 1954) Appl. author: Cunningham & Walsh, inc. © 13Oct54; KK101126.

This is it. L & M now king size or regular. [Hands & packages; black & white] (In Daily news, New York, Aug. 9, 1954, p. 25) Appl. author: Cunningham & Walsh, inc. © 9Aug54; KK99182.

This is it. L & M now king size or regular. [Hands & packages; color] (In the Saturday evening post, Aug. 14, 1954, p. 43) Appl. author: Cunningham & Walsh, inc. © 11Aug54; KK99924.

To the class of '58. Chesterfield. cThree pennants (In the Quaker quips, Sept. 29, 1954, p. 4) Appl. author: Cunningham & Walsh, inc. © 29Sep54; KK102200.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] John Payne [and 2 others] Appl. author: Cunningham & Walsh, inc. © 25Jun54; KK97956.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Mrs. Monte Irvin [and 2 others] (In Tan, July 1954, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 15Jun54; KK97959.

Today's Chesterfield is the best cigarette ever made. [Endorsed by] Stan Musial [and 2 others] Appl. author: Cunningham & Walsh, inc. © 25Jul54; KK99102.

What a pair. Chesterfield cigarettes. Como and Hogan. (In the Morning telegraph, July 24, 1954, p. 12) Appl. author: Cunningham & Walsh, inc. © 24Jul54; KK99012.

What a pair. Chesterfield cigarettes. [Indian & giant] (In the Sporting news, Sept. 29, 1954, p. 64) Appl. author: Cunningham & Walsh, inc. © 29Sep54; KK100572.

What a pair. Chesterfield cigarettes. Jack Webb & Ben Alexander. Appl. author: Cunningham & Walsh, inc. © 25Sep54; KK101124.

What a pair. Chesterfield cigarettes. Rory Calhoun and wife, Lita Baron. (In the Morning telegraph) Appl. author: Cunningham & Walsh, inc. © 31Jul54; KK99181.

What a pair. Chesterfield, regular & king-size. [Endorsed by] Johnny Antonelli. Appl. author: Cunningham & Walsh, inc. © 16Jun54; KK97958.

What a pair. Chesterfield regular & king size. Rory Calhoun and wife, Lita Baron. (In True confessions, Jan. 1955, p. 4 of cover) Appl. author: Cunningham & Walsh, inc. © 10Dec54; KK102199.

What a pair. Chesterfield regular, Chesterfield king-size. Jean and

Joan, the Corbett twins. Appl. author: Cunningham & Walsh, inc. © 20Aug54; KK99923.

What a pair, what a buy. Chesterfield. [Hand & packages] Appl. author: Cunningham & Walsh, inc. © 30Jun54; KK97957.

What a pair, what a buy. Chesterfield. [Hand & packages] (In United States tobacco journal, Aug. 9, 1954, p. 21) Appl. author: Cunningham & Walsh, inc. © 9Aug54; KK99922.

LILY-TULIP CUP CORPORATION. © Happy birthday [design] No. 957. [Job no.] 51117. (Paper cups & food containers) Label. © 26Jan54; KK99286.

Lily cold cup. No. 957. [Job no.] 51019. [Floral design] (Paper cups & food containers) Label. © 26Jan54; KK99287.

Lily cold cup. No. 957. [Job no.] 51021. [Gull design] (Paper cups & food containers) Label. © 26Jan54; KK99288.

LINCOLN NATIONAL LIFE INSURANCE COMPANY. ©

Its name indicates its character. (In the Saturday evening post, Feb. 13, 1954, p. 7) Appl. author: Maxon, inc. © 10Feb54; KK98541.

Its name indicates its character. (In the Saturday evening post, Oct. 23, 1954, p. 105) Appl. author: Maxon, inc. © 20Oct54; KK102242.

Meet the second most important man in your life. ... the Lincoln National agent ... [Man introducing insurance agent to family] (In the Saturday evening post, May 1, 1954, p. 95) Appl. author: Maxon, inc. © 28Apr54; KK98542.

LISBON SAUSAGE COMPANY.

Amaral's Chourico; non-fat dried milk solids added. Label. © Estate of Jose S. Amaral, d.b.a. Lisbon Sausage Co.; 15Jul54; KK100251.

LITTLE BITTY. ©

The Mainliner; junior trainman's uniform. (Children's clothing) Label. Appl. authors: Sidney Bergman & Little Bitty. © 7Sep54; KK99836.

LITTLE CROW MILLING COMPANY, INC. ©

Coco Wheats, the delicious cocoa cooks in 3 minutes. Net wt. 1 lb. 8 oz. Label. Appl. author: Robert D. Maish. © 28Oct54; KK101324.

LLEWELLYN, ROSSITER S. ©

Prescription cigarettes for your protection. Label. © 12Aug54; KK99891.

LOCAL TRADEMARKS, INC. ©

Keep viewers on the alert for Little Plumber. (Mat) Sheet. © 23Nov54; KK101978.

Let Bill Ding help you turn odds and ends and white elephants into \$\$\$\$ (Building materials) Sheet. © 23Nov54; KK101977.

Midwest Lumber Co. Bill Ding logo. Sheet. © 17Sep54; KK101536.

More \$ for Bill Ding dealers. Bill Ding treasure chest. (Building materials) Folder. © 13Aug54; KK99691.

Publicize your Little Plumber movie commercial. (Mat) Sheet. © 23Nov54; KK101976.

LOCKE MANUFACTURING COMPANY. ©

Original custom railing layout form. Folder. Appl. author: Edward J. Kusel. © 25Oct54; KK102540.

LODWIG, H. M. ©

Kan-O-Liner; new, disposable can liners keeps garbage can clean. (Polyethylene container) Sheet. Appl. author: Frederick D. Sprague. © 25Sep54; KK101969.

LOEWENSTEIN, ELEANOR S. & MAX L.

LOEWENSTEIN, forming the co-partnership, MARSHALL FARMS. SEE Marshall Farms.

LOEWENSTEIN, MAX L. & ELEANOR S. LOEWENSTEIN, forming the co-partnership, MARSHALL FARMS. SEE Marshall Farms.

LONG (W. E.) COMPANY. ©

Famlee bread and bacon and eggs. (In the Standard-examiner, Ogden, Utah, May 6, 1954, p. 3) Appl. author: William Lee Goodman, Jr. © 6May54; KK98121.

Famlee bread and cheese. (In Deseret news and telegram, Salt Lake City, Sept. 23, 1954, p. 16) Appl. author: William Lee Goodman, Jr. © 23Sep54; KK101091.

Famlee bread and filet of sole. (In Deseret news and telegram, Salt Lake City, Oct. 21, 1954, p. 18) Appl. author: William Lee Goodman, Jr. © 21Oct54; KK102030.

Famlee bread and ham loaf. (In Deseret news and telegram, Salt Lake City, Oct. 28, 1954, p. 14) Appl. author: William Lee Goodman, Jr. © 28Oct54; KK102029.

Famlee bread and luncheon meat. (In the Standard-examiner, Ogden, Utah, May 13, 1954, p. 8B) Appl. author: William Lee Goodman, Jr. © 13May54; KK98120.

This is in the New England tradition, the churches. Old Home bread. (In Gloucester daily times, Apr. 14, 1954, p. 7) Appl. author: Bette L. Middleton. © 14Apr54; KK99657.

This is in the New England tradition, the grocery store. Nissen's Old Home bread. (In Gazette, Haverhill, Mass., May 12, 1954, p. 21) Appl. author: Miss B. L. Middleton. © 12May54; KK101092.

This is the New England tradition. Cod versus haddock. Nissen's Old Home bread. (In the Salem evening news, Salem, Mass., May 12, 1954, p. 6) Appl. author: Bette L. Middleton. © 12May54; KK98124.

This is the New England tradition, the shipwrights. Nissen's Old Home bread. (In Gloucester daily times, Mar. 31, 1954, p. 5) Appl. author: Bette L. Middleton. © 31Mar54; KK99658.

This is the New England tradition. The shoe men ... Nissen's Old Home bread. (In the Cambridge chronicle-sun, Apr. 29, 1954, p. 18) Appl. author: Bette L. Middleton. © 29Apr54; KK98123.

LORR LABORATORIES. ©

Dura-Gloss Lip Majic. (Lipstick) Card. Appl. author: Robert A. Craven. © 1Apr54; KK99351.

LOS ANGELES SOAP COMPANY. ©

White King D detergent. Net wt. 1 lb. 3 oz. [Cartons] Label. © 27Aug54; KK99501.

White King liquid detergent sparkles glassware, dishes, silver. 12 fl. oz. Label. © 13Jul54; KK98769.

White King water softener. Net wt. 1 lb. 12 oz. [Cartons] Label. © 3Aug54; KK99500.

LOWE (JOE) CORPORATION. ©

Donut bowl sweepstakes official entry form. [Driver] Sheet. Appl. author: Sydney L. Weiss. © 3Aug54; KK99451.

Donut bowl sweepstakes official entry form. [Retailer] Sheet. Appl. author: Sydney L. Weiss. © 3Aug54; KK99450.

Herman Hickman, outstanding coach ... announces the exciting donut bowl sweepstakes. Display poster. Appl. author: Henry P. Lewis. © 3Aug54; KK99452.

Herman Hickman, TV personality ... announces the exciting donut bowl sweepstakes. [Driver] Folder. Appl. author: Max Liebman. © 3Aug54; KK99448.

Herman Hickman, TV personality ... announces the exciting donut bowl sweepstakes. [Retailer] Folder. Appl. author: Max Liebman. © 3Aug54; KK99449.

LOWREY ORGAN DIVISION, CENTRAL COMMERCIAL INDUSTRIES, INC.

LUCE, CLEM O. ©
Dad's puzzler. Few solve it, it can be done. Label. © 1Sep53; KK97796.

LUCKOFF AND WAYBURN, INC. ©
De luxe jewelry ad-mat service. Aug. 1954. © 16Jul54; KK98598.
Sept. 1954. © 25Aug54; KK99504.
Oct. 1954. © 24Sep54; KK100329.
Nov. 1954. © 22Oct54; KK101186.
Dec. 1954. © 19Nov54; KK101873.

LUCKY LAGER BREWING COMPANY. ©
You'll like Lucky, the aged beer. (In Siskiyou daily news, July 15, 1954, p. 3) Appl. author: Robert Footman. © 15Jul54; KK99083.

LUDLOW VALVE MANUFACTURING COMPANY, INC. ©
Ludlow double disc parallel seat waterworks gate valves. Bulletin no. 54W. 36 p. © 18Oct54; KK102365.

LUHRING MOTOR COMPANY, INC. ©
Norfolk's supermarket of fine cars. (In the Norfolk ledger-dispatch, Sept. 27, 1954, p. 19) Appl. author: Lester L. Luhring. © 27Sep54; KK100229.
Pick the dealer then pick the car. Appl. author: Lester L. Luhring. © 24Sep54; KK100843.

LUKENS STEEL COMPANY. ©
By-Products heavy steel plate stock list. Folder. © 6Jul54; KK98168.
How to change a woman's mind. She'll switch brands the minute she sees extra value. Folder. © 5Apr54; KK98451.
How to shop for steam. Just because you don't buy it like meat over a butcher's counter ... Folder. © 6Jul54; KK98453.
How to stop a big spender. This man is a good spender. Folder. © 1Mar54; KK98450.
How to tackle a tough customer. Take a smart buyer like the fleet operator. Folder. © 28Jun54; KK98449.
How to win a lady fair. Turning Mrs. Consumer's charming head is a tough assignment. Folder. © 3May54; KK98452.
How to woo a farmer's dollar. You need more than a green thumb to make profits blossom. Folder. © 31May54; KK98448.

Lukens current head stock list. (Steel heads) Folder.
Jan. 1954. © 8Jan54; KK98443.
Feb. 1954. © 8Feb54; KK98444.
Mar. 1954. © 8Mar54; KK98445.
Apr. 1954. © 12Apr54; KK98442.
May 1954. © 10May54; KK98440.
June 1954. © 8Jun54; KK98441.
July 1, 1954. © 6Jul54; KK98167.

Order now from By-Products Steel Co. Folder. Appl. title: By-Products heavy plate stock list, May. © 10May54; KK98447.

Price comparisons. Clad steels vs. solid high alloys. Folder. © 28Jun54; KK98166.

Steel plate shapes. 15 p. © 14Jun54; KK98169.

Stock list. Lukens new manhole fittings. Folder. © 2Sep54; KK100436.

This special steel plate service will help you eliminate inventory cost ... By-Products heavy steel plate stock list [June] Folder. © 7Jun54; KK98446.

LUMA-RIM CORPORATION. ©
Don't put me away, please mail today. (Safety devices) Appl. author: Robert S. Coombs. © 1Jul54; KK97963.

LUMBARD-WATSON COMPANY. ©
Cushionized to make your feet glad to walk. C 315 AB. (Shoe boxes) Label. © 30Nov54; KK102419.

LUMINOUS CEILINGS, INC. ©
Acusti-luminous ceilings boost efficiency, cut costs. (In Business week, May 15, 1954, p. 68) Appl. author: Grant Advertising, inc. © 14May54; KK97924.
Acusti-luminous ceilings give you low-cost control of light, sound, and air flow. (In Illuminating engineering, Apr. 1954, p. 25A) Appl. author: Grant Advertising, inc. © 4Apr54; KK97923.
Now you can specify Acusti-luminous ceilings, an architect's dream, on a builder's budget. (In Architectural forum, June 1954, p. 22) Appl. author: Grant Advertising, inc. © 15Jun54; KK98252.

LUMINOUS DECALS. ©
Night time luminosity is not visible by day. Lumi-Cals. Label. Appl. author: I. M. Jacobs (Isidor Morrison) © 9Dec54; KK102447.
Safety warnings visible both night and day. Sheet. Appl. author: Isidor Morrison Jacobs. © 6Oct54; KK101137.
Scientifically correct light reflective warnings for greatest night safety. Life-Sav-Urs. Sheet. Appl. author: Isidor Morrison Jacobs. © 9Dec54; KK102448.
Sensationally new, the only decorations successfully visible both night and day. Lumi-Cals. Sheet. Appl. author: Isidor Morrison Jacobs. © 6Oct54; KK101138.

LUSE, WALTER J., d.b.a. LUSE ENTERPRISES. SEE Luse Enterprises.

LUSE ENTERPRISES.
The devil's cussbox. (Coin bank) Label. © Walter J. Luse, d.b.a. Luse Enterprises; 10Sep54; KK99725.

LUSIGNAN (ALBERT J.) BAKERY. ©
Sno Kween old fashioned enriched bread. Weight 1 lb. Label. Appl. author: Albert J. Lusignan. © 23Sep54; KK100122.

LUX COMPANY, INC.
Portable electric Super-Lux water heater with exclusive boil-vents. [Carton] Label. Appl. author: Philip G. Lux. © Lux Co., inc., Philip Lux, president; 1Jul54; KK98868.

LUXOR LIGHTING PRODUCTS, INC. ©
Presenting the recessed Hexthode. (Fluorescent lamps) Folder. Appl. authors: Irvin J. Passante & James B. Sommers. © 22Jul54; KK99998.

LYNN, ALLAN D., d.b.a. BONNIE DOG FOOD COMPANY. SEE Bonnie Dog Food Company.

M

M AND R LABORATORIES. ©
Constant in composition, a stabilizing influence on infant health. Similac. 4117228.27. [Insert] (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 30Jun54; KK97929.
The coypu's young are carried high, on mama's back to keep them dry. Similac. 4115237.18. (Pharmaceuticals) Self-mailer. Appl. author: William Douglas McAdams, inc. © 3Nov54; KK101296.
For economy in good growth and uncomplicated development. Similac powder. 4118228.28. [Insert] (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 7Sep54; KK99723.
How regular feeding with Similac can reduce the incidence of perianal dermatitis of the newborn. 4120226.24. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 19Oct54; KK100852.
How to reduce the incidence of colic, with regular Similac feedings. 4120226.30. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 18Oct54; KK100854.
How to reduce the incidence of constipation in infants, with regular Similac feeding. 4120226.29. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 18Oct54; KK100853.
How to reduce the incidence of convulsive disorders with regular Similac feeding. 4120226.28. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 19Aug54; KK99281.
The manatee for nursing care, sits up with shoulders in the air. Similac. 4118237.17. (Pharmaceuticals) Self-mailer. Appl. author: William Douglas McAdams, inc. © 28Jun54; KK97915.
Notes on the etiology and prevention of cow's milk allergy in infants. Similac. 42.5311.04. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 25Oct54; KK101093.
The physician may be misled by his idea ... Similac. 4120226.27. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 30Jun54; KK97930.
Protein for infants. Concepts, controversies, hazards. Similac. 450311.03. [Detail book] (Pharmaceuticals) Pamphlet. Appl. author: William Douglas McAdams, inc. © 7Sep54; KK99724.
Regular feeding with Similac. A prophylactic measure against convulsions in infancy, caused by vitamin B6 deficiency. 4125226.22. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 7Sep54; KK99722.
Regular Similac feedings. 4118228.29. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 11Oct54; KK100655.
Spotlight the powder, spotlight the liquid. Similac. 4527.17. (Pharmaceuticals) Wholesaler's catalog page. Appl. author: William Douglas McAdams, inc. © 11Oct54; KK100656.

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To reduce colic at a cost of less than one cent per ounce of feeding. Similac. 4118228.30. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 18Oct54; KK100851.
The wood rat's teeth at birth are seen ... Similac. 4118237.15. (Pharmaceuticals) Appl. author: William Douglas McAdams, inc. © 28Jun54; KK97916.

MVT SPECIALTY COMPANY. ©
Instruction folder introducing Stik-A-Lens. (Ophthalmic products) Sheet. Appl. author: Viola R. Thomasello. © 15Aug54; KK101353.
Wear Stik-A-Lens on your own glasses. Label. Appl. author: Viola R. Thomasello. © 30Aug54; KK101354.

MABEE, JACK AARON.
Sourdough Jack breakfast. [Menu] Folder. © Jack A. Mabee; 4Apr54; KK99119.

MCCARL, ROBERT S., d.b.a. UNCLE MAC.
SEE Uncle Mac.

MCCLURE, ELSON R. ©
Introducing T-V coffee tables. (In the Sacramento bee, Sept. 1, 1954) © 1Sep54; KK99909.

MCCORMICK AND COMPANY, INC. ©
Red Arrow pressure plant spray. 10 fl. oz. net. (Agricultural insecticide) Label. © 5May54; KK98111.
Red Arrow weed killer. 1 pint net. (Agricultural insecticide) Label. © 4May54; KK98133.

MCCULLBEY, I. W., AND S. J. HARETIK, d.b.a. BLACO MANUFACTURING COMPANY.
SEE Blaco Manufacturing Company.

MCCULLOUGH (J. CHARLES) SEED COMPANY. ©
Grow what you eat. Label. Appl. author: Roy L. Ward. © 21Sep53; KK99241.

MACDONALD PRINTING COMPANY, INC. ©
4 in 1 folder. (Tourist accommodations) Appl. author: J. Clifford MacDonald. © 10Oct54; KK102504.

MCDOWELL MANUFACTURING COMPANY. ©
The Relax-A-Lator by McDowell. (Vibrating machine) Folder. Appl. author: John R. Burke, Marsteller, Gebhardt & Reed, inc. © 18Nov54; KK101768.

MCGOWN (PEARL K.) INC. ©
Dear HookKraftsman. (Hooked rug patterns with instructions) Sheet. Appl. author: Pearl K. McGown. May 15, 1954. © 15May54; KK97787.
June 15, 1954. © 15Jun54; KK97788.
Sept. 15, 1954. © 15Sep54; KK102015.
Oct. 15, 1954. © 15Oct54; KK102014.
Nov. 15, 1954. © 15Nov54; KK102013.
Dec. 15, 1954. © 15Dec54; KK102604.

MCGRAW ELECTRIC COMPANY.
Announcing the entirely new Toastmaster de luxe hot-food server, the sensationally new Toastmaster Powermatic toaster. (In American restaurant, Aug. 1954, p. 8-9) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Aug54; KK101181.

Delightfully cool, never a draft. Manning-Bowman no-draft air circulator. (In Collier's, July 18, 1953, p. 56) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 18Jul53; KK98007.

Here's why it pays to sell Toastmaster toasters. (In Restaurant equipment dealer, June 1954, p. 20) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25May54; KK99608.

Manning-Bowman automatic Electric Kettle, a hot water server of 10 cup capacity. Model no. 90. [Form no.] M 84-B-50. Catalog page. Appl. author: D. E. Roettger. © Manning Bowman Division, subsidiary of McGraw Electric Co.; 17Sep54; KK100081.

New Manning-Bowman automatic coffee percolator, 9 cup capacity. Model no. 920. [Form no.] M 84-50. Catalog page. Appl. author: D. E. Roettger. © Manning Bowman Division, subsidiary of McGraw Electric Co.; 17Sep54; KK100084.

New Manning-Bowman automatic waffle baker and grill. Model 62G1. Catalog page. Appl. author: D. E. Roettger. © Manning Bowman Division, subsidiary of McGraw Electric Co.; 17Sep54; KK100082.

New Manning-Bowman chill chaser reflector type heater. Model no. 712, model no. 715. [Form no.] M84A-50. Catalog page. Appl. author: D. E. Roettger. © Manning Bowman Division, subsidiary of McGraw Electric Co.; 17Sep54; KK100083.

New Manning-Bowman heat massager. Model no. 65A1. Catalog page. Appl. author: D. E. Roettger. © Manning Bowman Division, subsidiary of McGraw Electric Co.; 17Sep54; KK100085.

New Toastmaster de luxe hot-food servers. [Form no.] C 64A-50. Catalog page. Appl. author: D. A. Roettger. © Toastmaster Products Division, McGraw Electric Co.; 15Aug54; KK99520.

No levers to press. All new Toastmaster powermatic toaster. [Form no.] C 64B-50. Catalog page. Appl. author: D. E. Roettger. © Toastmaster Products Division, McGraw Electric Co.; 15Aug54; KK99521.

Now a three-slice toaster for king-size families. Toastmaster. (In Electrical merchandising, Sept. 1954, p. 9) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Sep54; KK101179.

Now holds standard no. 200, 12" x 20" pans. The all-new Toastmaster de luxe hot-food server. (In Institutional feeding & housing, Sept. 1954, p. 1-FH) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Sep54; KK101178.

Now make perfect toast with the least effort. The all-new Toastmaster Powermatic toaster has no levers to press. (In Food service, Sept. 1954, p. 12) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Sep54; KK101180.

Operating & maintenance instructions, Toastmaster hot-food server. [Form no.] C44-5. 12 p. Appl. author: D. E. Roettger.

© Toastmaster Products Division, McGraw Electric Co.; 28Jul54; KK98396.

Perfect toast every time means more sandwich sales. Toastmaster automatic pop-up toasters. (In Fountain & fast food, Jan. 1954, p. 49) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 30Dec53 (in notice: 1954); KK101177.

So much coolness at so little cost. Manning-Bowman 12" oscillating fan. (In Collier's, June 20, 1953, p. 60) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 20Jun53; KK98008.

Speeds hospital service. The flexible Toastmaster toaster assures your patients perfect toast. (In Journal of the American Dietetic Association, Apr. 1954, p. 309) © Toastmaster Products Division, McGraw Electric Co.; 10Apr54; KK99612.

Take a fresh look at your prospect list. Now holds standard no. 200, 12" x 20" pans. The all-new Toastmaster de luxe hot-food server. (In Restaurant equipment dealer, Sept. 1954, p. 29) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Aug54; KK101182.

Takes the bread right out of your fingers. As a bride-to-be ... Toastmaster automatic toasters. (In Modern bride, summer 1954, p. 68) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 20Apr54; KK99611.

Takes the bread right out of your fingers. For that bride on your gift list ... Toastmaster automatic toasters. (In the Saturday evening post, May 15, 1954, p. 18) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 15May54; KK99613.

Takes the bread right out of your fingers. This distinctive new toaster even lowers the bread for you. Toastmaster. (In the Saturday evening post, Apr. 3, 1954, p. 2 of cover) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 3Apr54; KK99614.

Toastmaster announces 2 extra-profit offers. (Toaster & Toast 'N Jam set) (In Electrical dealer, July 1954, p. 18-19) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 6Jul54; KK99609.

Toastmaster hot-food servers, a size to fit every need. [Form no.] C 64C-200. Folder. Appl. author: Don E. Roettger. © Toastmaster Products Division, McGraw Electric Co.; 15Aug54; KK99519.

Toastmaster Powermatic toaster. Model 1D5 4-slice. Installation & operating instructions. [Form no.] C 64-10. 12 p. Appl. author: D. E. Roettger. © Toastmaster Products Division, McGraw Electric Co.; 28Jul54; KK98235.

Toastmaster products for finer food, and finer food service. All new Toastmaster Powermatic toaster. Folder. Appl. author: D. E. Roettger. © Toastmaster Products Division, McGraw Electric Co.; 19Oct54; KK101223.

- Toastmaster toasters make perfect toast every time. cForm no. 3 C 64D-200. Folder. Appl. author: Don E. Roettger. © Toastmaster Products Division, McGraw Electric Co.; 15Aug54; KK99518.
- Toastmaster toasters, the preferred gift of brides. (In Electrical merchandising, Apr. 1954, p. 177) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Apr54; KK99610.
- MCGREGOR PRODUCTS COMPANY. © McGregor color film. Sheet. Appl. author: Richard B. Hutchinson. © 26Jul54; KK98613.
- MACK BAKING COMPANY. Sunbeam enriched white bread. Calico wrapper. Weight 1 lb. or over. Label. © Mack Baking Co., inc., d.b.a. Mack Baking Co.; 13Jul54; KK98576.
- MCKELVY (ALFRED D.) COMPANY. © Seaforth spiced threesome. Spiced shave lotion, men's talc, men's cologne. Label. © 1Apr54; KK99419.
- MACKENZIE, DAVID, d.b.a. GOODRICH-MACDENZIE. SEE Goodrich-MacKenzie.
- MCKIERNAN-TERRY CORPORATION. © McKiernan-Clayton steam generator for pile driving. Bulletin 63. Folder. Appl. author: Edgar Fabian Cohen. © 11Jun54; KK97866.
- MCLEAN ENGINEERING LABORATORIES. © Make your own cool breeze this summer ... with the McLean sound proofed attic fan. Sheet. © 1Jun54; KK98170.
- New McLean cooling fans for electronic cabinets. Model no. 2E5.5. Sheet. © 12Jun54; KK98171.
- MCMURRAY, BUDDY ARBLE. Wilburn. [Name & figure] (Natural gas) Label. © Buddy A. McMurray; 22Nov54; KK101751.
- MAGAY CORPORATION. © Stop scratching that awful itch. Magay S-10. (Medicine) (In Official detectives stories, Sept. 1954, p. 53) Appl. author: Mortimer Lowell Co., inc. © 20Aug54; KK99578.
- MAGAZIN, ALEX, d.b.a. BOYF MAGAZIN. SEE Magazin, Boyf.
- MAGAZIN, BOYF. Best of yearly features. '53 Chevrolet. (Used motor vehicles) Label. © Alex Magazin, d.b.a. Boyf Magazin; 1Aug54; KK102796.
- MAID-EASY CLEANSING PRODUCTS CORPORATION. © Maid-Easy C. S. R. coffee stain remover. Label. Appl. author: William M. Stein. © 15Aug54; KK99642.
- MAIDEN FORM BRASSIERE COMPANY, INC. © I dreamed I sailed for Europe in my Maidenform bra. (In True experience, Sept. 5, 1954, p. 18) Appl. author: Wm. H. Weintraub & Co., inc. © 9Aug54; KK101925.
- I dreamed I was a cigar store Indian in my Maidenform bra. (In Seventeen, Sept. 1954, p. 32) Appl. author: Wm. H. Weintraub & Co., inc. © 1Sep54; KK99996.
- I dreamed I was a living doll in my Maidenform bra. (In Woman's day, Sept. 1954, p. 25) Appl. author: Wm. H. Weintraub & Co., inc. © 27Aug54; KK99997.
- I dreamed I went on a safari in my Maidenform bra. (In True confes-
- sions, Oct. 1954, p. 18) Appl. author: Wm. H. Weintraub & Co., inc. © 3Sep54; KK100109.
- MAINTENANCE ENGINEERING COMPANY. © Insure your concrete floor by using Meco Hardtop. Sheet. Appl. author: J. P. Tyrrell. © 30Jun54; KK98199.
- Mecoment, the better topping for concrete floors. Sheet. Appl. author: J. P. Tyrrell. © 30Jun54; KK98197.
- Old floors today, new floors tomorrow, with a half-inch of Meco Resurfacer. Appl. author: Joseph P. Tyrrell. © 14Dec54; KK102444.
- Quikasawink, you can waterproof with Meco Sealtite against hydrostatic pressure. Sheet. Appl. author: Joseph P. Tyrrell. © 24Jun54; KK98198.
- Seals, preserves, and beautifies bituminous pavements. Meco Black Knight surface sealer. Label. Appl. author: Joseph P. Tyrrell. © 1Dec54; KK101842.
- MANBEE EQUIPMENT DIVISION, BEAR MANUFACTURING COMPANY. SEE Bear Manufacturing Company.
- MANHATTAN SHIRT COMPANY. © Air-condition Dad for only \$3.95, with Vericool. (In Life, June 14, 1954, p. 103) Appl. author: Norris Konheim. © 9Jun54; KK98035.
- Back to school in the shirt off his back. Lady Manhattan shirts. (In Mademoiselle, Aug. 1954, p. 202) Appl. author: Edith Macaulay. © 29Jul54; KK99703.
- Dacron comes to Batiste. (In Life, May 3, 1954, p. 21) Appl. author: Norris Konheim. © 30Apr54; KK98036.
- 4 new Manhattan sleepers. (Sleep-shirts & pajamas) (In Life, Dec. 6, 1954, p. 92) Appl. author: Norris Konheim. © 3Dec54; KK102435.
- Free first laundering with every new Manhattan Span shirt. cFull pg. ad. (In Life, Sept. 20, 1954, p. 8) Appl. author: Norris Konheim. © 17Sep54; KK101038.
- Free first laundering with every new Manhattan Span shirt. c1/2 pg. ad. (In Good housekeeping, Nov. 1954, p. 261) Appl. author: Norris Konheim. © 20Oct54; KK101795.
- How to ride to fame on his shirt-tails, always wear Lady Manhattan shirts on the job. (In Charm, Sept. 1954, p. 100) Appl. author: Edith Macaulay. © 22Aug54; KK100312.
- Keep Pop ice cold this summer with Manhattan. (In the New York times magazine, June 6, 1954, p. 80) Appl. author: Norris Konheim. © 6Jun54; KK98034.
- Manhattan gives piqué its finest executive manner. (In Time, Oct. 25, 1954, p. 31) Appl. author: Norris Konheim. © 20Oct54; KK101798.
- Manhattan has a bright idea for dark-toned suits. (Men's shirts & ties) (In Time, Oct. 4, 1954, p. 15) Appl. author: Norris Konheim. © 29Sep54; KK101796.
- Manhattan has good news for Oxford club members. (In Life, Sept. 13, 1954, p. 112) Appl. author: Norris Konheim. © 10Sep54; KK101039.
- Manhattan matched sets make wonderful shopping sense. (In Time, Nov. 8, 1954, p. 7) Appl. author: Norris Konheim. © 3Nov54; KK102438.
- Open rebellion on the 5:15. Manhattan Dress-N-Play. (In Time, May 17, 1954, p. 9) Appl. author: Norris Konheim. © 13May54; KK98037.
- The open window shirt is up to its neck in collar styles. Manhattan lightweights. (In Time, May 31, 1954, p. 3) Appl. author: Norris Konheim. © 27May54; KK98033.
- People feel like this in a Manhattan Royalty flannel. (In Time, Nov. 15, 1954, p. 4 of cover) Appl. author: Norris Konheim. © 10Nov54; KK102439.
- This new Manhattan blue was born in a television studio. (In Life, Oct. 18, 1954, p. 81) Appl. author: Norris Konheim. © 15Oct54; KK101797.
- What smart family shoppers should know about the most guaranteed shirt in America. Manhattan Span. (In Good housekeeping, Oct. 1954, p. 274) Appl. author: Norris Konheim. © 20Sep54; KK101040.
- MANLEY, HAROLD CARLYLE, d.b.a. GOPHER GAME COMPANY. SEE Gopher Game Company.
- MANNING-BOWMAN DIVISION, MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company.
- MANO JEWELRY, INC. © Liberate by candlelight jewelry. Card. Appl. authors: Lawrence Del Ricco & Harry Paolino. © 15Sep54; KK100388.
- MARATHON CORPORATION. © Floratape flower stem wrapping. Contains 24 only 60 foot rolls individually boxed. Label. Appl. author: Paul Dohr. © 24Nov54; KK102733.
- Floratape flower stem wrapping. Each roll approx. 60 ft. Label. Appl. author: Paul Dohr. © 24Nov54; KK102732.
- Nobody has ever offered you this much softness for the money. Northern finest quality one-ply tissue. (In Every woman's magazine, Apr. 1954, p. 86) Appl. author: Young & Rubicam, inc. © Marathon Corp., Northern Paper Mills Division; 25Mar54; KK97886.
- There are just two simple points we'd like to make about new Northern tissue. (In Life, Mar. 22, 1954, p. 155) Appl. author: Young & Rubicam, inc. © Marathon Corp., Northern Paper Mills Division; 19Mar54; KK99965.
- There are two reasons why we invite your attention to new Northern tissue. (In Life, May 24, 1954, p. 149) Appl. author: Young & Rubicam, inc. © Marathon Corp., Northern Paper Mills Division; 21May54; KK97885.
- This is the true story of a remarkable new toilet tissue. It's new Northern ... (In Life, Apr. 26, 1954, p. 7) Appl. author: Young & Rubicam, inc. © Marathon Corp., Northern Paper Mills Division; 23Apr54; KK97884.
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- You are cordially invited to try new Northern tissue. (In Life, Oct. 11, 1954, p. 6) Appl. author: Young & Rubicam, inc. © Marathon Corp., Northern Paper Mills Division; 8Oct54; KK102108.

MARCEAU, WILLIAM F., JR., d.b.a. INSURANCE SAVING STAMP COMPANY. SEE Insurance Saving Stamp Company.

MARGARET STUDIOS, INC. ©

- Pattern designs for decorating woodware. Appl. author: Margaret L. Schroeder. Sheet nos.
1-P. Paddle boards. © 1Aug54; KK100924.
2-RM. Rosemaling. © 1Aug54; KK100927.
3-RM. Rosemaling. © 1Aug54; KK100926.
4-F. Peasant figures. © 1Aug54; KK100925.

MARGARITES, GEORGE.

Crinos pure natural olive oil. SEE Parakos (Aristide J.) and Company.

MARGHAB (EMILE) INC. ©

- Cocktail napkins by Marghab. Towels by Marghab. Under the Sea. Butterfly. Sheet. Appl. author: Emile Marghab. © 4Sep54; KK100441.
Ladies' handkerchiefs by Marghab. Men's handkerchiefs by Marghab. Sheet. Appl. author: Emile Marghab. © 4Sep54; KK100440.
Old France by Marghab. The Pines by Marghab. (Place mats & napkins) Sheet. Appl. author: Emile Marghab. © 4Sep54; KK100443.
On and on by Marghab. Scallopino by Marghab. (Place mats & napkins) Sheet. Appl. author: Emile Marghab. © 4Sep54; KK100442.
Towels by Marghab. Cocktail napkins by Marghab. Plume. Grape and leaf. Sheet. Appl. author: Emile Marghab. © 4Sep54; KK100444.
Various articles by Marghab. Tray set, boudoir pieces by Marghab. Sheet. Appl. author: Emile Marghab. © 4Sep54; KK100445.

MARION ELECTRICAL INSTRUMENT COMPANY. ©

- Approach to instrument mechanism design. (In Aviation week, July 19, 1954, p. 33) Appl. author: Meissner & Culver, inc. © 19Jul54; KK99280.
Marion Coaxial mechanisms make new aircraft instruments lighter, smaller, more stable. (In Electronic design, Oct. 1954, p. 6) Appl. author: Meissner & Culver, inc. © Marion Electrical Instrument Co. (in notice: Marion); 1Oct54; KK102642.

MARION PRODUCTS COMPANY.

- Dear Music Lover: Here is your record-saver with our compliments. Sheet. © Marion Patricia Aubuchon, d.b.a. Marion Products Co.; 18Jun54; KK98162.
Kleen-Disk is a safe treatment for your finest phonograph records. 2 fluid ozs. Label. © Marion Patricia Aubuchon (Marion Products Co.); 1Jul54; KK97997.

MARJO TECHNICAL PRODUCTS COMPANY. ©

- Channel King, the only indoor [television] antenna designed to receive UHF, VHF, FM, color. Form L-CK 101. Sheet. © 30Aug54; KK99508.

MARKET FORGE COMPANY. ©

- Why the small fork truck? By Nathaniel Warshaw. (Materials handling equipment) 27 p. © 24Sep54; KK102392.

MARSH WALL PRODUCTS, INC. ©

- It's easy to finish an extra room. New prefinished Marlite Plank & Block. P & B stuffer no. 3. Form no. 48541. Sheet. Appl. author: James Watson McNoldy. © 15Mar54; KK98512.

Marlite Block, prefinished wall and ceiling paneling. Installation instructions. Form no. 62534. Sheet. Appl. author: James Watson McNoldy. © 9Apr54 (in notice: 1953); KK98516.

Marlite Plank, prefinished wall and ceiling paneling. Installation instructions. Form no. 61534. Sheet. Appl. author: James Watson McNoldy. © 9Apr54 (in notice: 1953); KK98515.

New Marlite Plank & Block. Price list. Effective October 26, 1953. Form no. 71541. (Prefinished wall & ceiling paneling) Sheet. Appl. author: James Watson McNoldy. © 3Mar54; KK98517.

New Marlite Plank & Block, colors styled for every room. P & B stuffer no. 1. Form no. 46541. (Prefinished wall & ceiling paneling) Sheet. Appl. author: James Watson McNoldy. © 15Mar54; KK98518.

Remodeling? It's easy with new Marlite Plank and Block. Form no. 41532. (Prefinished wall & ceiling paneling) Folder. Appl. author: James Watson McNoldy. © 19Apr54; KK98514.

Remodeling? You can do it quickly and easily. New prefinished Marlite Plank & Block. P & B stuffer no. 2. Form no. 47541. Sheet. Appl. author: James Watson McNoldy. © 15Mar54; KK98513.

MARSHALL FARMS.

- Chef's Pride ready to cook turkey. Label. Appl. author: Max L. Loewenstein. © Marshall Farms, a co-partnership, consisting of Eleanor S. Loewenstein & Max L. Loewenstein; 11Aug54; KK99193.

MARSHALL FIELD AND COMPANY. ©

- Face. A dress begins with an idea. (In Chicago daily tribune, Sept. 24, 1954, p. 17) © 24Sep54; KK100363.
Face. How to be a real cool cook. (Frozen foods) (In Chicago daily tribune, June 4, 1954, p. 21) © 4Jun54; KK97838.
Face. Madam, your new garage is waiting. (In Chicago daily tribune, Sept. 1, 1954, p. 25) © 1Sep54; KK99685.
Face. Nights before Christmas. (Christmas decorations) (In Chicago daily tribune, Nov. 19, 1954, p. 11) © 19Nov54; KK102516.
Face. Take a trip on Santa's ship. (Window display) (In Chicago daily tribune, Dec. 10, 1954, p. 17) © 10Dec54; KK102497.
Face. The next move is yours. (Furnishings & other merchandise) (In Chicago daily tribune, Nov. 5, 1954, p. 17) © 5Nov54; KK101398.
Face. These are shining hours. (Christmas decorations) (In Chicago daily tribune, Nov. 30, 1954, p. 17) © 30Nov54; KK102517.
Face. Time for that old college try. (Clothing & other merchandise) (In Chicago daily tribune, Aug. 19, 1954, p. 15) © 19Aug54; KK99622.
Face. Your fall fashions are showing. (Clothing & other merchandise) (In Chicago daily tribune, June 25, 1954, p. 17) © 25Jun54; KK97839.

MARTIN, HENRY J. AND LEON HUNT, JR., sole owners, HUNT AND MARTIN MANUFACTURING COMPANY. SEE Hunt and Martin Manufacturing Company.

MARTIN, STEPHEN PAUL. ©

- Accent word rhyming game. Label. © 11Nov54; KK101726.

MARYLAND CASUALTY COMPANY. ©

It's the final cost that counts. (Insurance) Pamphlet. © 1Nov54; KK101763.

MAS, JOHN G., d.b.a. SUPEROL DISTRIBUTING COMPANY. SEE Superol Distributing Company.

MASAL COMPANY. ©

Prairie Ranger cowboy [toy] watch. Label. Appl. author: Max Saalheimer. © 14Dec54; KK102532.

MASON-NEILAN REGULATOR COMPANY. ©

Instructions, parts references. Percentage piston air operated control valves. Instructions no. 3010. Folder. Appl. author: Frank Vincent Murray. © 18Oct54; KK101156.

Nos. 11A & 12A bronze reducing valves, air or gas service. Instructions, parts references. Instructions no. 1029. Folder. Appl. author: Frank Vincent Murray. © 19Aug54; KK99367.

Torque tube service life. T.D.S. no. 30-5. Sheet. Appl. author: John Leonard Cronk. © 19Jul54; KK98468.

MASSEY-HARRIS-FERGUSON, INC. ©

A bold new concept in design from Ferguson. Tractor-Mate baler, it's side mounted. (Farm implement) Broadside. Appl. author: Arthur George Broughton. © 25Oct54; KK101160.

A bold new concept in design from Ferguson. Tractor-Mate forage harvester. (Farm implement) Folder. Appl. author: Arthur George Broughton. © 23Sep54; KK100150.

MASTER MECHANIC MANUFACTURING COMPANY, INC.

The Allen Power-Slave. (Power equipment) Folder. © Harry J. Allen, d.b.a. Master Mechanic Mfg. Co., inc.; 1Sep54; KK101986.

MASTER PRODUCTS COMPANY. ©

Don't miss these special offers during our big 19th anniversary sale. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 23Jul54; KK99623.

For you, money-saving specials galore during our 19th anniversary sale. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 11Jun54; KK97847.

Free to you, your choice. Any or all of these ten valuable gifts on Master's premium order plan. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 1May54; KK97848.

Now, bigger than ever, Master's gigantic year-end sale. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 12Nov54; KK101997.

Save money at Master's. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 8Oct54; KK101996.

MASTERPIECE RINGS. ©

Masterpiece diamond rings, chosen for you with care by master jewelers. Folder. Appl. author: Hyman A. Massover. © 15Jul54; KK98699.

Masterpiece ladies' gift rings, Masterpiece gift rings for men. Sheet. Appl. author: Hyman A. Massover. © 15Jul54; KK98698.

Masterpiece platinum diamond rings, platinum diamond watches, white gold diamond watches. Sheet. Appl. author: Hyman A. Massover. © 15Jul54; KK98697.

- MAUCK COMPANY. ©
Happiness pills. (Toys) Label.
Appl. author: Nancy Mauck.
© 2Jul54; KK99409.
- MAYER AND MYLES LABORATORIES. ©
Vacu-Pac protein albumin globulin
standard. (Biological product)
Label. Appl. author: Philip
Stein. © 9Jun54; KK102605.
- MAYTAG COMPANY. ©
New, beautiful, styled for years to
come. Maytag advanced automatics,
matching washer and dryer. Appl.
author: McCann-Erickson, inc.
© 11Oct54; KK100652.
New washer can save 9 gallons of hot
water per load. Appl. author:
McCann-Erickson, inc. © 25Oct54;
KK101210.
- MEATS DIVISION, JOHN MORRELL AND
COMPANY. SEE Morrell (John) and
Company.
- MECHANEEERS, INC. ©
The Mechaneeers Toolinglease Plan.
(Blueprints, statistical programs
& the like) Folder. Appl. au-
thor: John A. Frink. © 8Jun54;
KK98988.
- MEDCO PRODUCTS COMPANY. ©
A few of the possible pad placements
of the button-on pad electrodes
with clip-on connectors; Medco-
lator. (Medical equipment) Post-
er. Appl. author: Mark Edson
De Groff. © 25Oct54; KK101852.
Medcolator model K, the K factor.
When results count, and time is a
factor. (Medical equipment)
Folder. Appl. author: Mark Ed-
son De Groff. © 8Sep54; KK100169.
- MEHMERT, JOSEPH W. ©
Bench rest target for 22 rim fire
rifles. New Trenton targets.
Sheet. © 2Jan53; KK97971.
50 and 75 ft. rat target. New Tren-
ton targets. Sheet. © 2Jun54;
KK97975.
50 yard rat target. New Trenton
targets. Sheet. © 2Jun54;
KK97974.
50-yard slow fire pistol target.
New Trenton targets. Sheet.
© 2Mar53; KK97973.
Jack rabbit target. New Trenton
targets. Sheet. © 2Feb54;
KK97972.
Kentucky windage target. New Tren-
ton targets. Sheet. © 2Jan54;
KK97970.
- MEHREN, EDWARD W. ©
Your car, by Ed Mehren. (Automotive
equipment) (In Los Angeles exam-
iner, July 28, 1954, p. 6)
© 28Jul54; KK99148.
- MEIER, WILLIAM A. ©
All World toast set. (Glassware)
Label. © 15Jul54; KK99442.
- MELON POWDER, INC. ©
Melon Powder meat tenderizer. Net
wt. 1.5 grams. Label. Appl. au-
thor: O. D. Boyer. © 19Mar54;
KK99466.
- MELVILLE SHOE CORPORATION. ©
Amazing offer by Thom McAns. (In New
York post, Nov. 4, 1954, p. 7)
Appl. author: Ogilvy, Benson &
Mather, inc. © 4Nov54; KK101352.
Amazing offer by Thom McAns. (In New
York post, Nov. 9, 1954, p. 55)
Appl. author: Ogilvy, Benson &
Mather, inc. © 9Nov54; KK101421.
Amazing offer, wear Thom McAns for
one week at our expense. Black
English-toe c& 5 other illus.:
(In New York post, Dec. 16, 1954,
p. 67) Appl. author: Ogilvy,
Benson & Mather, inc. © 16Dec54;
KK102606.
Amazing offer, wear Thom McAns for
one week at our expense. Cordovan
Blucher c& 3 other illus.: (In
New York post, Dec. 9, 1954, p. 65)
Appl. author: Ogilvy, Benson &
Mather, inc. © 9Dec54; KK102405.
Amazing offer, wear Thom McAns for
one week at our expense. Cordovan
wing-tip c& 5 other illus.: (In
New York post, Dec. 2, 1954,
p. 51) Appl. author: Ogilvy,
Benson & Mather, inc. © 2Dec54;
KK102123.
Amazing offer, wear Thom McAns for
one week at our expense. Glove
grain u-wing c& 3 other illus.:
(In New York post, Nov. 18, 1954,
p. 63) Appl. author: Ogilvy,
Benson & Mather, inc. © 18Nov54;
KK101923.
- MEMPHIS PLASTIC ENTERPRISES, INC. ©
Fooba-Rou quarterback football game.
Label. Appl. author: Frank R.
Nichols. © 16Mar54; KK99160.
- MERCHANDISE SELECTORS, INC. ©
All the Eastman or Ansco film you
can use. 16 pc. photo outfit cam-
era with duo lens flash, takes col-
or. No. G-18. Sheet. Appl. au-
thor: Meyer Robbin. © 22Jul54;
KK100555.
8 pc. Cannon blanket & pillow case
ensemble. No. E-7. Sheet.
Appl. author: Meyer Robbin.
© 10Aug54; KK100870.
4 piece 4 way golden Galleon lamp
with planters. No. A-34. Sheet.
Appl. author: Meyer Robbin.
© 22Jul54; KK100869.
Introductory offer. All purpose
electrified 4 in 1 table, special
12 pc. ovenware ensemble. No.
A-30. Sheet. Appl. author: Mey-
er Robbin. © 22Jul54; KK100557.
Mello Tone piano, 37 keys, 3 full
octaves. Matching bench included.
No. H-3. Sheet. Appl. author:
Meyer Robbin. © 22Jul54; KK100556.
Modern home and office desk & match-
ing chair. Free Webster's diction-
ary. Ad mat no. A-35-A. Sheet.
Appl. author: Meyer Robbin.
© 1Sep54; KK100553.
1/2 price sale. Free, 4 Cannon pil-
low cases. 11 pc. reversible
quilted taffeta bedspread & drape
ensemble. No. E-11. Sheet.
Appl. author: Meyer Robbin.
© 22Jul54; KK100554.
1/2 price sensation. 52 pc. dinner-
ware set. Ad mat no. D-9. Sheet.
Appl. author: Meyer Robbin.
© 21Sep54; KK100560.
Sensational toy offer. 5 pc. road
set. Ad mat no. H-8. Sheet.
Appl. author: Meyer Robbin.
© 5Oct54; KK100562.
[Set of] 4 colorful E-Z-2-stor serv-
4-sets. No. A-17. (Metal trays on
legs) Sheet. Appl. author: Meyer
Robbin. © 16Aug54; KK100558.
Six way inter-com phone set. 2
phones & stands. No. H-2. Sheet.
Appl. author: Meyer Robbin.
© 6Jul54; KK100561.
World globe, 2 world books included.
Free ten day trial offer. No.
H-10. Sheet. Appl. author: Meyer
Robbin. © 1Sep54; KK100559.
- MERIDAN CORPORATION.
Best piano buy in town. Cable-Nel-
son. Folder. Appl. author: Juhl
Advertising Agency. © Everett
Piano Co., division of Meridan
Corp.; 28Sep54; KK101597.
- MERRELL (WILLIAM S.) COMPANY. ©
Humoral factors in hypertension.
Nitrinitol. (Pharmaceutical)
Folder. © 1Jun54; KK98852.
Hypertension and coronary disease.
Nitrinitol. (Pharmaceutical)
Folder. © 11Jun54; KK98851.
Neurogenic factors in hypertension.
Nitrinitol. (Pharmaceutical)
Folder. © 17May54; KK98850.
- MERRIAM (G. AND C.) COMPANY. ©
The circle and monogram. Webster's
[dictionaries] Folder.
Oct. 1954. © 27Sep54; KK100178.
Dec. 1954. © 16Nov54; KK102183.
Vocabulary quiz. A test of your
vocabulary based on Webster's new
international dictionary. Folder.
© 7Sep54; KK100179.
- MERRITT, W. C. ©
Merit cleaner. Concentrated clean-
ing solvent. Label. © 1Jun54;
KK98458.
- MERRYBEE COMPANY, LTD. ©
Pastyside clowns. 10 complete sets.
(Children's pasting kit) Label.
Appl. author: Mary E. Buchanan.
© 25Jun54; KK98839.
- METAL GLASS PRODUCTS COMPANY. ©
San-I-Tanks Filmflo deaerator. Bul-
letin FD-54. Folder. © 25Oct54;
KK102174.
- METAL SUPPLY, INC. ©
Artists' designs for making trays
and bowls. Sheet. © 5Jan54;
KK100307.
- MEYER (FRANK C.) COMPANY, INC. ©
My favorites, by Paulette Goddard.
(Shoe cartons) Label. © 1Jun52;
KK99667.
- MIAMI MARGARINE COMPANY. ©
Grandma's sayings. Nu-Maid marga-
rine. (In Grit, Oct. 17, 1954, p.
4) Appl. author: The Ralph H.
Jones Co. © 17Oct54; KK100932.
- MICHIGAN CHEMICAL CORPORATION. ©
Hydrobromic acid, 48 % technical
grade. Net weight 150 pounds.
Label. © 1Nov54; KK101268.
Pestmaster kills weed seeds and nem-
atodes. Folder. © 4Oct54;
KK100660.
- MICHIGAN LLOYD J. HARRIS PIE COMPANY.
SEE Harriss (Lloyd J.) Pie Company.
- MIDCONTINENT ADHESIVE COMPANY. ©
How to apply Consoweld 6 with
Special Roltite. Folder.
Appl. authors: Judson W. Perkins
& Glenn F. Roquemore. © Mid-
continent Adhesive Co. & Con-
soweld Corp.; 21Dec54; KK102819.
How to install wall paneling without
nails using Roltite cement. Folder.
Appl. authors: Judson W. Perkins &
Glenn F. Roquemore. © 6Dec54;
KK102652.
How to use Roltite and Tapon cements
with the Roltite applicator.
Folder. Appl. authors: Glenn F.
Roquemore & Judson W. Perkins.
© 9Jun54; KK99402.
How to use Roltite cement. Folder.
Appl. authors: Judson W. Perkins &
Glenn F. Roquemore. © 7Dec54;
KK102653.
How to use Roltite industrial ce-
ment. Folder. Appl. author:
Judson W. Perkins. © 23Nov54;
KK101847.
- MID-CONTINENT PETROLEUM CORPORATION. ©
It's new, it's the only gasoline
with all the extras. De-X Ethyl
with UCL-plus. (In Des Moines
register, Apr. 28, 1954, p. 19)
Appl. author: J. B. Woodbury.
© 28Apr54; KK98094.

MIDSAL, INC. ©

Bengal Club chutney, delicious with meats, fish, vegetables, salads. Net wt. 6 1/2 oz. Label. Appl. author: Charles Forbes. © 19Aug53; KK95408.

MIERS, EARL SCHENCK.

Emily Post. SEE Kingsport Press, inc.
H. R. Helper. SEE Kingsport Press, inc.
John Dewey. SEE Kingsport Press, inc.
John Steinbeck. SEE Kingsport Press, inc.
M. C. Perry. SEE Kingsport Press, Inc.
The mail order catalog. SEE Kingsport Press, inc.

MILANI (LOUIS) FOODS, INC. ©

The nicest thing that ever happened to me. Mike Harris of St. Louis says ... Milani's 1890 french dressing. (In the Christian science monitor, May 10, 1954, p. 2) © 10May54; KK97779.

MILES LABORATORIES, INC. ©

Miles ahead. Alka-Seltzer. (Pharmaceutical) Folder. Appl. author: Geoffrey Wade Advertising. Sept. 1954. © 3Sep54; KK99789.

MILES SHOES, INC. ©

[Miles shoes. Brown box with white design] (Shoe cartons) Label. Appl. author: Frank C. Meyer Co., inc. © 2Jun54; KK99396.
[Miles shoes. Gray box with maroon design] (Shoe cartons) Label. Appl. author: Frank C. Meyer Co., inc. © 16Jul54; KK99395.

MILKY WAY PRODUCTS CORPORATION. ©

McCrory's Milky Way baby pants. P982. [Horizontal counter card] © 5Nov54; KK102336.
McCrory's Milky Way baby pants. P983. [Vertical counter card] © 5Nov54; KK102334.
Milky Way baby pants display hanger. P997. [Instruction] sheet. © 12Nov54; KK102335.
Milky Way baby pants display hanger. P1000. [Instruction sheet] © 29Nov54; KK102649.
Milky Way liquid latex baby pants. Party white. Label. © 1Sep54; KK101836.

MILLER, GUY O. ©

Lady Seymour [ironing boards] Label. © 1Nov54; KK101902.

MILLER (M. A.) MANUFACTURING COMPANY. ©

Miller Pres Test card. (Recording & play-back needles) © 10Aug54; KK99485.

MILLER (MARTIN) COMPANY.

Bedwarmer to George Washington, a revolutionary change. General Electric's famous Sleep-Guard automatic blanket. Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 15Nov54; KK102466.
If you could see our file. [File drawer with store interior] (Clothes) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jul54; KK99860.
Much ado about buttons. [Hands & button] (Clothes) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jul54; KK99864.
No short cuts here. [Man cutting material] (Clothes) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jul54; KK99863.
Some things are never out of date. [Store dummy] (Clothes) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jul54; KK99865.

There we were in conference. [Fitting room conference] (Clothes) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jul54; KK99862.

Those were the days. [Shaving mug with picture of tailor] (Clothes) Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 1Jul54; KK99861.

Where there is life there must be warmth. G-E Sleep-Guard [electric] blanket. [Arctic scene] Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 15Nov54; KK102465.

You're lucky, you can have a G-E automatic [electric] blanket. [Primitive scene] Sheet. © Martin Miller, d.b.a. Martin Miller Co.; 15Nov54; KK102464.

MILLER BREWING COMPANY. ©

After all, it's the champagne of bottle beer. Miller High Life. [Hunting scene] (In Sports afield, Sept. 1954) Appl. author: C. A. Mathisson. © 26May54; KK98088.

All American favorites. Score a triumph in taste ... gleaming Miller High Life and the cheese of your choice. (In Look, Oct. 5, 1954) Appl. author: C. A. Mathisson. © 5Oct54; KK100426.

Fifth frame favorite. Miller High Life. [Bowling scene] (In Sport, Nov. 1954, p. 4 of cover) Appl. author: C. A. Mathisson. © 10Oct54; KK101050.

The lady chooses. Miller High Life. [Hunt club scene] (In Harper's bazaar) Appl. author: C. A. Mathisson. © 1May54; KK98089.

Make Miller High Life a part of every party. (In Look, Nov. 30, 1954) Appl. author: C. A. Mathisson. © 30Nov54; KK102345.

Miller High Life. Packaged for profits for you. Folder. Appl. author: C. A. Mathisson. © 1May54; KK97781.

Traditionally the finest. Miller High Life. [California scene] (In Esquire, Sept. 1954, p. 2 of cover) Appl. author: C. A. Mathisson. © 1Sep54; KK99459.

Traditionally the finest. Miller High Life. cHostess; Christmas scenery (In Time, Dec. 14, 1953) Appl. author: C. A. Mathisson. © 14Dec53; KK101117.

MILLER-PARROTT BAKING COMPANY. ©

Miller enriched bread. Net weight 1 1/4 pounds. Label. Appl. author: Russell Luedke. © 5Nov54; KK102175.

MILLER'S PRODUCTS, INC. ©

Re-Juv-O truck finish re-finisher. Net contents 8 fluid ounces. Label. © 16Nov54; KK101685.

MILNER PRODUCTS COMPANY. ©

Milner pine scented household cleaner. Contents one pint. Label. © 2Aug54; KK99068.

MILPRINT, INC. ©

Enjoy Flakes O' Butter old fashioned buttermilk. Label. © 20Aug54; KK99488.

MINERAL AND ALLIED PRODUCTS COMPANY. ©

Mineral identification kit. Label. Appl. author: William Chellis Miller. © 15Dec54; KK102587.

MINGUS, LEROY H., d.b.a. MINGUS MAGIC SHOP. SEE Mingus Magic Shop.

MINGUS MAGIC SHOP.

Amazing novelty trick. Mystify your friends with the fluttering butterfly. Sheet. © Leroy H. Min-

gus, d.b.a. Mingus Magic Shop; 17Jun54; KK97928.

MINNDAKOTA GAS AND OIL COMPANY, INC. © M D A 7, additive for gasoline and diesel fuels. Label. © 15Oct54; KK102554.

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY. ©

Minneapolis Honeywell salutes National home week with this roadmap & guide to the parade of electronic comfort homes. (In the New York times, Sept. 19, 1954, p. 6-7) © 19Sep54; KK101012.

MINNESOTA CONSOLIDATED CANNERIES, INC. ©

Butter Kernel peppercorn. Contents 12 oz. Label. © 28Sep50; KK97995.

MINNESOTA MINING AND MANUFACTURING COMPANY. ©

Arthur Godfrey says: Your handiest helper is Scotch cellophane tape. Got plenty? (In Household, Apr. 1954, p. 53) © 20Mar54; KK98274.

MIRACLE ADHESIVES CORPORATION. ©

Protektinsul; Miracle pipe covering finish. Bulletin no. 7. Folder. Appl. author: Alexander C. Kidd. © 7Sep54; KK99684.

MIRROR MANUFACTURERS ASSOCIATION. ©

Mirror care. Label. © 22Sep54; KK100734.

MISSION DRY CORPORATION. ©

Mission (labels for orange, grape, root beer, lemon-lime soft drinks) 12 fluid ounces. Appl. author: George Spielman. © 1Apr54; KK98428.

MITCHELL (DENNIS) INDUSTRIES. ©

Only Dennis Mitchell has it; pull the reins and pony head whinnies. Pony-Pen. (Baby seat) Sheet. Appl. author: Dennis Berlin. © 1Aug54; KK102633.

MITCHELL, EDWIN. ©

Reflect-O-Ray Brite-Lite dimmer. (Automobile accessory) Label. © 13Oct54; KK101165.

MITCHELL (W. ROBERT) INC. ©

Chester the tester. (All types consumer products) (In Reporter dispatch, White Plains, N. Y., Nov. 4, 1954, p. 13) Appl. author: W. Robert Mitchell. © 4Nov54; KK101315.

MITTEN, FRANK P., d.b.a. MITTEN'S DISPLAY LETTERS. SEE Mitten's Display Letters.

MITTEN'S DISPLAY LETTERS.

Mitten's sculptured alphabets. Sheet. © Frank P. Mitten, d.b.a. Mitten's Display Letters; 16Jun54; KK100840.

Supermarket wall directory. Your customers want to buy, not hunt. Sheet. © Frank P. Mitten, d.b.a. Mitten's Display Letters; 21May54; KK100841.

MOD-AD AGENCY, INC. ©

Giant model & hobby catalog, no. 29. 127 p. Appl. author: Arthur A. Winston. Appl. title: Catalog of popular models & hobbies. © 20Jun54; KK98417.

MODERN ENGRAVING AND MACHINE COMPANY. ©

The new 3-D look for metal. (Embossing machine & forged steel rolls) Sheet. Appl. author: Frederick A. Sunderhauf. © 18Nov54; KK102234.

MODERN HANDCRAFT, INC. ©

Newest needlework-of-the-month

ideas, free. (In Capper's farmer, Aug. 1954, p. 4 of cover) Appl. author: O. H. Roskam Advertising. © 12Jul54; KK99064.

MOE LIGHT DIVISION, THOMAS INDUSTRIES, INC. SEE Thomas Industries, inc.

MOELLER MANUFACTURING COMPANY, INC. © Twis-Tite adjustable floor drain stoppers. Sheet. Appl. author: Axel Moeller. © 23Jul54; KK98629.

Twis-Tite floor drain stopper. Label. Appl. author: Axel Moeller. © 23Jul54; KK100167.

Twis-Tite floor drain stoppers. Wholesalers' price sheet. Appl. author: Axel Moeller. © 23Jul54; KK98630.

MOHAWK TOOLS, INC. © A new concept, Mohawk size-optional Subland drills. Folder. Appl. author: Frank Hofbauer. © 28Jul54; KK98963.

MOJONNIER BROTHERS COMPANY. © Mojonnier food, a journal devoted to advances in processing equipment and methods. 1954. 19 p. Appl. author: Roy D. Zeff & Associates, inc. © 16Sep54; KK101985.

MOLZAHN, WALTER AUGUST. [Designs of] wafer cake tops. Nos. 1 [to] 140 [and 4 others] Sheet. © Walter A. Molzahn; 5Oct54; KK101893.

MONET JEWELERS. © Florentine links, by Monet. (In Vogue, Feb. 15, 1954, p. 10) © 15Feb54; KK98259.

Linked to fashion, in the golden manner of Monet. (In Vogue, Mar. 15, 1954, p. 10) © 15Mar54; KK98631.

MONMOUTH CANNING COMPANY. © Homemakers blueberry pie filling. Net wt. 1 lb. 4 oz. Label. © 15Oct54; KK100954.

Homemaker's Boston baked beans. Contents 1 pound 9 oz. Label. © 16Aug54; KK99231.

Homemaker's Boston baked beans. Contents 1 lb. 12 oz. Label. © 15Oct54; KK100952.

Homemaker's Boston brown bread. Contents 11 oz. avoird. Label. © 15Oct54; KK100951.

Homemaker's cherry pie filling. Net wt. 1 lb. 5 oz. Label. © 15Oct54; KK100955.

Homemaker's pumpkin pie filling. Net wt. 1 lb. 4 oz. Label. © 15Oct54; KK100953.

MOOG INDUSTRIES, INC. © Headquarters for Moog chassis and suspension parts. Form 792, rev. 8-54. (Coil action, coil springs, king bolt kits, tie rod ends) Wall chart. Appl. author: Hubert Calmus Moog. © 1Aug54; KK101095.

MOORE (BENJAMIN) AND COMPANY. © Color as you like it, a new service in Benjamin Moore paints. (In the American home, Oct. 1954, p. 128) Appl. author: Monroe F. Dreher, inc. © 20Sep54; KK100679.

Moore paints, fresh clear colors, easy to apply. (In the American home, Sept. 1954, p. 112) Appl. author: Monroe F. Dreher, inc. © 20Aug54; KK100680.

MOORE (THOMAS) AND COMPANY. Tom Moore fine beverages. Contents 7 fl. oz. (Soft drinks) Label. © Thomas J. Moore, d.b.a. Tom Moore & Thomas Moore & Co.; 20Apr54; KK97799.

MOORE, THOMAS J., d.b.a. TOM MOORE, AND THOMAS MOORE AND COMPANY. SEE Moore (Thomas) and Company.

MORRELL (JOHN) AND COMPANY. Don't let hit-or-miss feeding give your dog nightmares. Red Heart. (In the Evening bulletin, Philadelphia, Oct. 21, 1954, p. 36) Appl. author: Campbell-Mithun, inc. © John Morrell & Co., Red Heart Division; 21Oct54; KK101275.

Here's your holiday ham. Appl. author: Campbell-Mithun, inc. © John Morrell & Co., Meats Division; 15Dec54; KK102701.

Red Heart dog food. 1 $\frac{1}{2}$ sale. (In the Cincinnati post, Oct. 21, 1954, p. 4) Appl. author: Campbell-Mithun, inc. © John Morrell & Co., Red Heart Division; 21Oct54; KK101107.

Your dog can't be healthy and happy on hit-or-miss feeding. Red Heart. Appl. author: Campbell-Mithun, inc. © John Morrell & Co., Red Heart Division; 14Oct54; KK100900.

Your dog can't be one of the family on hit-or-miss feeding. Red Heart. Appl. author: Campbell-Mithun, inc. © John Morrell & Co., Red Heart Division; 7Oct54; KK100610.

Your pal can't be a barrel of fun on hit-or-miss feeding. Red Heart [dog food] (In Kalamazoo gazette, Oct. 6, 1954, p. 20) Appl. author: Campbell-Mithun, inc. © John Morrell & Co., Red Heart Division; 6Oct54; KK100996.

MOSSTYPE ROLLER COMPANY, INC. © Mosstype D-Mount rubber plate cylinders, for integral-cylinder accuracy, demountable-core economy. Folder. Appl. author: Alexander R. Bradie. © 13Oct54; KK100709.

MOTLOID COMPANY. © Did you know? (Dental products) 15 p. Appl. author: Alexander Bernard Pickands. © 30Aug54; KK99727.

A new and most practical method of using new Moldpac [dental] repair material. Sheets. Appl. author: A. B. Pickands. © 10Aug54; KK99038.

Timely technical tips for the technician. How to achieve a most faithful reproduction of oral tissues, with the new S.K. formula no. 18 resin. (Dental products) Sheets. Appl. author: A. B. Pickands. © 25Aug54; KK99510.

MOTOR PRODUCTS CORPORATION. Costs you less to eat the best, with this genuine Deepfreeze home freezer. (In the Progressive farmer, Oct. 1952, p. 129) Appl. author: Rhoades V. Newbell. © Deepfreeze Appliance Division, Motor Products Corp.; 15Sep52; KK98271.

Here is the sensational new refrigerator by Deepfreeze. There is only one genuine Deepfreeze home freezer. (In the Saturday evening post, Apr. 18, 1953, p. 116-117) Appl. author: Rhoades V. Newbell. © Deepfreeze Appliance Division, Motor Products Corp.; 18Apr53; KK100137.

How you eat, how you save, with this genuine Deepfreeze home freezer. (In Capper's farmer, June 1953, p. 71) Appl. author: Rhoades V. Newbell. © Deepfreeze Appliance Division, Motor Products Corp.; 12May53; KK98261.

Look for this famous name before you buy. Deepfreeze home freezer. (In the Saturday evening post, Mar. 21, 1953, p. 18) Appl. author: Rhoades V. Newbell. © Deepfreeze Appliance Division, Motor Products Corp.; 21Mar53; KK99514.

MOTOR WHEEL CORPORATION. Big new market. LPG heat for mobile homes. (In Butane-propane news, Sept. 1954, p. 159) Appl. author: Young & Rubicam, inc. © Duo-Therm Division, Motor Wheel Corp.; 25Aug54; KK100585.

Coolest news ever to hit hot mobile homes. Duo-Therm air conditioners. (In Trailer topics, July 1954, p. 5) Appl. author: Young & Rubicam, inc. © Duo-Therm Division, Motor Wheel Corp.; 1Jul54; KK102111.

Duo-Therm and motor rim & wheel join hands to serve you better. Endorsed by Wes Smith. (Air conditioners & heaters) (In Trailer life, July 1954, p. 19) Appl. author: Young & Rubicam, inc. © Duo-Therm Division, Motor Wheel Corp.; 1Jul54; KK102113.

First time ever. Fully automatic gas heat for mobile homes. (In Trailer life, May 1954, p. 34) Appl. author: Young & Rubicam, inc. © Duo-Therm Division, Motor Wheel Corp.; 1May54; KK99994.

Fully automatic heat for under \$150. Duo-Therm. (In Look, Oct. 19, 1954, p. 86) Appl. author: Young & Rubicam, inc. © Duo-Therm Division, Motor Wheel Corp.; 5Oct54; KK102110.

New from Duo-Therm, first gas heater for mobile homes. (In Trailer topics, Feb. 1954, p. 56) Appl. author: Young & Rubicam, inc. © Duo-Therm Division, Motor Wheel Corp.; 1Feb54; KK102109.

New, gallons galore from a pint-size water heater. Duo-Therm. (In Trailer dealer, Aug. 1954, p. 96) Appl. author: Young & Rubicam, inc. © Duo-Therm Division, Motor Wheel Corp.; 1Aug54; KK102112.

MOTOROLA, INC. © Motorola now brings you color TV, (with a color picture this big, 205 square inches) at only \$895. (In Life, Aug. 30, 1954, p. 84-85) Appl. author: Ruthrauff & Ryan, inc. © 30Aug54; KK99928.

Now for '55, Motorola TV introduces the big look that makes the big difference. (In Life, Sept. 13, 1954, p. 77-79) Appl. author: Ruthrauff & Ryan. © 13Sep54; KK100914.

MUELLER (C. F.) COMPANY. © Double rich egg noodles. Net wt. 5 oz. Label. © 12Nov54; KK101640.

Egg noodles. 8 ounces net. [Carton] Label. © 25Oct54; KK101173.

Egg noodles. One pound net. [Carton] Label. © 20Oct54; KK101172.

Elbow macaroni. 8 ounces net. [Carton] Label. © 5Oct54; KK101171.

Elbow macaroni. One pound net. [Carton] Label. © 9Sep54; KK99919.

Macaroni rib-a-roni. 8 ounces net. Label. © 3Nov54; KK101639.

Macaroni rib-a-roni. One pound net. [Carton] Label. © 17Nov54; KK101862.

MUELLER (C. F.) COMPANY. Cont'd.

- Macaroni sea-shells. 8 ounces net. [Carton] Label. © 19Nov54; KK102052.
- Macaroni sea-shells. One pound net. [Carton] Label. © 26Nov54; KK102402.
- Ready-cut macaroni. 8 ounces net. [Carton] Label. © 12Nov54; KK101861.
- Ready-cut macaroni. One pound net. [Carton] Label. © 26Nov54; KK102053.

MULLINS MANUFACTURING CORPORATION. ©

- Free kitchen planning and decorating advice at your Youngstown Kitchen dealer's, during National Steel Kitchen month, October 1-31. (In Household, Oct. 1954, p. 69) Appl. author: Brooke, Smith, French & Dorrance, inc. © 15Oct54; KK99893.

- Free kitchen planning and decorating advice at your Youngstown Kitchen dealer's now. This exclusive service covers everything. (In Better homes & gardens, Nov. 1954, p. 89) Appl. author: Brooke, Smith, French & Dorrance, inc. © 19Oct54; KK100805.

- Free kitchen planning and decorating advice at your Youngstown Kitchen dealer's now. You'll get authoritative decorator advice ... (In Woman's home companion, Nov. 1954, p. 97) Appl. author: Brooke, Smith, French & Dorrance, inc. © 18Oct54; KK100794.

- Now you too, can own a dream kitchen under F. H. A. terms, no money down, as little as \$2.25 a week. (In Ladies' home journal, July 1954, p. 117) Appl. author: Brooke, Smith, French & Dorrance, inc. © 25Jun54; KK97761.

- Youngstown Kitchens brings you the fresh look. (In Household, Jan. 1955, p. 35) Appl. author: Brooke, Smith, French & Dorrance, inc. © 14Dec54 (in notice: 1955); KK102496.

MUNSON, INC. ©

- All through life, whatever the occasion ... you send so much more when you send a Munson greeting [card] (In Life, June 7, 1954, p. 78) Appl. author: The Alden Co. © 3Jun54; KK99739.

- How to make \$12.50 profits per square foot per week. Munson greeting cards. (In American druggist, Apr. 26, 1954, p. 71) Appl. author: The Alden Co. © 26Apr54; KK99738.

- I love to receive a Munson greeting [card] (In Life, Apr. 26, 1954, p. 82) Appl. author: The Alden Co. © 22Apr54; KK99740.

MURDOCH, FLORENCE GRAUMAN, AND WILLIAM ARTHUR MURDOCH, forming a partnership MURDOCH AND COMPANY. SEE Murdoch and Company.

MURDOCH, WILLIAM ARTHUR, AND FLORENCE GRAUMAN MURDOCH, forming a partnership MURDOCH AND COMPANY. SEE Murdoch and Company.

MURDOCH AND COMPANY.

- Genuine leather lighter bands, western style. (Cigarette lighters) Label. Appl. author: William Arthur Murdoch. © Murdoch & Co., partnership of William Arthur Murdoch & Florence Grauman Murdoch; 16Jul54; KK98416.

MUTSCHLER BROTHERS COMPANY. ©

- The kitchen that travels a million dollar journey. Folder. Appl. author: Juhl Advertising Agency. © 10Nov54; KK101596.

MUTUAL BUYING SYNDICATE, INC. ©

- Grant a wish with a gift. (Housewares) (In House beautiful) Appl. author: Marian M. Minogue. © 24Nov53; KK99955.

MYERS, MARY M., d.b.a. BURBANK NOVELTY MANUFACTURING COMPANY. SEE Burbank Novelty Manufacturing Company.

MY-T-GRIP NUT COMPANY. ©

- Inserts to meet your every need. (Threaded nuts) Folder. Appl. author: Henry Charles Lauro. © 1Jun54; KK99335.

MYTINGER AND CASSELBERRY, INC. ©

- Nutrilite, a distinguished product among food supplements. (In Life, May 11, 1953, p. 174) © 24Apr53; KK98596.

MYZON, INC. ©

- Amazing new scientific discovery in drinking water stops pig slumps. (Livestock feed supplement) Sheet. Appl. author: Arthur Meyerhoff & Co. © 7Oct54; KK100860.

- New scientific Myzon formula in drinking water helps stop laying slumps. (Livestock feed supplement) Sheet. Appl. author: Arthur Meyerhoff & Co. © 7Oct54; KK100859.

N

N. F. C. ENGINEERING COMPANY. ©

- Merry Mister sprayer. Folder. Appl. author: Nelson F. Cornelius. © 19Mar54; KK97804.

N. K. M. IMPORTING COMPANY.

- Norwegian Kelp Meal, organic mineral supplement. (Eggs) Label. © Doris Brown, d.b.a. N. K. M. Importing Co.; 3Dec54; KK102556.

NAISTADT, JACOB, d.b.a. PETBURGER PRODUCTS. SEE Petburger Products.

NANTUCKET ISLAND PRODUCTS COMPANY, INC. ©

- Cap'n Tobey's Nantucket clam chowder. Net weight 1 lb. Label. Appl. author: Robert R. Leske, Jr. © 6Jul54; KK99565.

NAPPY CORPORATION.

- Beer-Clean, made exclusively for taverns. (Washing compound) Label. Appl. author: Daniel Neapolitan. © Daniel Neapolitan & Dominick Neapolitan, t.a. Nappy Corp.; 24Sep54; KK100958.

- The new wonder cleaner; Kleans-Rite. Label. Appl. author: Daniel Neapolitan. © Daniel Neapolitan & Dominick Neapolitan, t.a. Nappy Corp.; 24Sep54; KK100957.

- Water-Less hand cleaner. Net weight 13 ounces. Label. Appl. author: Daniel Neapolitan. © Daniel Neapolitan & Dominick Neapolitan, t.a. Nappy Corp.; 6Oct54; KK101037.

NATIONAL BAKERS SERVICES, INC., d.b.a. NATIONAL BAKERS SUPPLY COMPANY. SEE National Bakers Supply Company.

NATIONAL BAKERS SUPPLY COMPANY.

- Hollywood brand special formula flour. 100 lbs. net weight. Label. © National Bakers Services, inc., d.b.a. National Bakers Supply Co.; 30Nov53; KK100922.

- Hollywood light special formula flour. 100 lbs. net weight. Label. © National Bakers Services, inc., d.b.a. National Bakers Supply Co.; 4Aug54; KK100923.

NATIONAL BRIDAL SERVICE, INC. ©

- To the betrothed of our city, an invitation and a gift. [News mat] Sheet. Appl. author: Jerry F. Connor. © 15Mar54; KK98953.

NATIONAL DISTILLERS PRODUCTS CORPORATION. ©

- Dividend idea of the month. PM, the dividend whiskey. (In Connecticut beverage journal-blue book, June 1953, p. 8) Appl. author: The Biow Co., inc. © 1Jun54; KK99016.

NATIONAL HOMES CORPORATION. ©

- Build big in 1955 with the greatest builder-package ever offered. Charles M. Goodman, architect. (Prefabricated houses) (In House and home, Dec. 1954, insert between pp. 48-49) Appl. author: Applegate Advertising Agency, inc. © 26Nov54; KK102657.

- Get the inside story on Nationals. (Prefabricated houses) (In American builder, Oct. 1954, p. 212) Appl. author: Applegate Advertising Agency, inc. © 10Oct54; KK101785.

- National Home mortgages are sound long-term investments. Growth of National Homes creates huge new investment opportunity. (Prefabricated houses) (In Savings and loan news, Oct. 1954, p. 11) Appl. author: Applegate Advertising Agency, inc. © 4Oct54; KK101786.

- National Home mortgages are sound long-term investments. National Homes, a rapidly expanding mortgage investment source. (Prefabricated houses) (In Banking, Nov. 1954, p. 10) Appl. author: Applegate Advertising Agency, inc. © 27Oct54; KK101783.

- National Home mortgages are sound long-term investments. National Homes, a rapidly expanding mortgage investment source. (Prefabricated houses) (In Savings & loan news, Nov. 1954, p. 93) Appl. author: Applegate Advertising Agency, inc. © 3Nov54; KK102823.

- National Homes combine modern beauty and modern efficiency. (Prefabricated houses) (In the Mortgage banker, Aug. 1954, p. 2 of cover) Appl. author: Applegate Advertising Agency. © 15Jul54; KK98967.

- National Homes' house package for builder-dealers sold 13,854 houses from this one promotion alone. (Prefabricated houses) (In American builder, Nov. 1954, p. 179) Appl. author: Applegate Advertising Agency, inc. © 1Nov54; KK101784.

- Ready-made for building profits. (Prefabricated houses) (In American builder, July 1954, p. 42) Appl. author: Applegate Advertising Agency. © 1Jul54; KK98667.

- This is for us. (Prefabricated houses) (In Woman's home companion, Sept. 1954, p. 109) Appl. author: Applegate Advertising Agency. © 19Aug54; KK99284.

- Whatever your income, there's a National Home for you. (Prefabricated houses) (In Parade, Dec. 26, 1954, p. 3) Appl. author: Applegate Advertising Agency. © 26Dec54; KK102822.

- Why should I become a National Homes builder. (Prefabricated houses) Pamphlet. 18 p. Appl. author: Applegate Advertising Agency. © 1Nov54; KK102656.

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION. ©

- How to install hardwood strip floors over concrete slabs. Folder. Appl. author: Henry H. Willins. © 6Jul54; KK98476.

NATIONAL PRESSURE COOKER COMPANY. ©

- Amazing steam-ironing combination

- offer. Presto. (In Life, Sept. 8, 1952, p. 108) © 8Sep52; KK99416.
- At last, all 4 in one amazing iron. Presto. (In McCall's, May 1952, p. 95) © 16Apr52; KK100503.
- Christmas gift for folks who have almost everything. Give a Fry-master for better fried foods, faster. National Presto cookers. (In the Saturday evening post, Dec. 6, 1952, p. 4) © 6Dec52; KK99088.
- Deep fried foods, up to twice as much, all at once and better too. Presto automatic Deep-Fryer. (In Woman's home companion, May 1952, p. 126) © 1May52; KK99089.
- I've got designs on the gift I'm giving my wife. Presto automatic Deep Fryer. (In the Saturday evening post, Nov. 29, 1952, p. 121) © 29Nov52; KK101146.
- The most useful gift imaginable. Presto [pressure] cookers. (In Ladies' home journal, May 1952, p. 114) © 1May52; KK99417.
- Presto, what a Christmas present. (Cooks, steam irons & deep-fryers) (In Life, Dec. 1, 1952) © 1Dec52; KK98262.
- This wedding check will last for years. I'm giving myself 3 Presto presents. (Coker, deep-fryer & steam iron) (In the Bride's magazine, May 1, 1953, p. 139) Appl. author: Ruthrauff & Ryan, inc. © 1May53; KK100139.
- The whole family's glad when you make this the Christmas she gets her Presto [pressure cooker] (In the Saturday evening post, Nov. 22, 1952, p. 152) © 22Nov52; KK101145.
- NATIONAL PRESTO INDUSTRIES, INC. © Be sure it's a Presto. (Deep fryers, coffee makers & steam irons) (In This week (Cleveland plain dealer), June 6, 1954, p. 6) © 6Jun54; KK98097.
- Presto swiss steak, 15 minutes. (Pressure cooker) (In the Progressive farmer, June 1954, p. 94) © 1Jun54; KK98096.
- Soup m-m-m-stew you bet, plus 300 deliciously different dishes ... Enjoy more mealtime variety than ever before ... Presto cookers. (In Life, Apr. 20, 1954, p. 144) © 20Apr53; KK99058.
- NATIONAL RESEARCH CORPORATION. © Vacuum gauges. Model 515 Alphasatron vacuum gauge. Sheet. © 15Oct54; KK100936.
- Vacuum gauges. Model 517 Alphasatron vacuum gauge. Sheet. © 4Oct54; KK100438.
- NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION. © Good for business. While most of us recognize the tremendous uplift ... Sheet. Appl. author: William S. Roberts. © 15Aug54; KK99823.
- Have a very happy 1955. cWillie Wiredhand by poles. Sheet. Appl. author: William S. Roberts. © 9Nov54; KK101460.
- Just look at those taxes. Sheet. Appl. author: William S. Roberts. © 15Aug54; KK99822.
- Out of one pocket into another. Sheet. Appl. author: William S. Roberts. © 20Jul54; KK98677.
- This little piggy went to market. Sheet. Appl. author: William S. Roberts. © 14Dec54; KK102512.
- A very merry Christmas. cCarolers. Sheet. Appl. author: William S. Roberts. © 9Nov54; KK101458.
- We're paying back. That's actually how much we have invested ... Sheet. Appl. author: William S. Roberts. © 15Aug54; KK99819.
- We're proud of our part. Sheet. Appl. author: William S. Roberts. © 15Aug54; KK99820.
- Willie Wiredhand says: Here's a real family Christmas project. Sheet. Appl. author: William S. Roberts. © 13Oct54; KK100706.
- Willie Wiredhand says: Here's another batch of fresh vegetables right out of my garden. (Deep freezers) Sheet. Appl. author: William S. Roberts. © 20Jul54; KK98676.
- Willie Wiredhand says: No more clothespins for me. Sheet. Appl. author: William S. Roberts. © 17Sep54; KK100705.
- Willie Wiredhand says: Poor wiring can mean higher electric bills. Sheet. Appl. author: William S. Roberts. © 15Aug54; KK99821.
- Willie Wiredhand; the list is ready chief. Sheet. Appl. author: William S. Roberts. © 9Nov54; KK101459.
- NATIONAL SCHOOLS. © Now you receive selected professional auto mechanics tools. (Correspondence course) Pamphlet. © 14Oct54; KK102519.
- NATIONAL SELECTED PRODUCTS, INC. © Never before. Chocolate flavor 7-minute Fluffy [cake] frosting. Sheet. © 10Sep54; KK100456.
- NATIONAL TUBE DIVISION, UNITED STATES STEEL CORPORATION. SEE United States Steel Corporation.
- NATIONWIDE FEATURES SYNDICATE, GRAY-MOORE AGENCY, subsidiary. SEE Gray-Moore Agency.
- NAUMKEAG STEAM COTTON COMPANY, d.b.a. PEQUOT MILLS. SEE Pequot Mills.
- NAYLOR, BLAINE F., SOLE OWNER, FIDELITY FEATURES COMPANY. SEE Fidelity Features Company.
- NEAPOLITAN, DANIEL, AND DOMINICK NEAPOLITAN, t.a. NAPPY CORPORATION. SEE Nappy Corporation.
- NEAPOLITAN, DOMINICK, AND DANIEL NEAPOLITAN, t.a. NAPPY CORPORATION. SEE Nappy Corporation.
- NEFF, COLE D. © Seen-Koz. (Game) Label. © 6Dec54; KK102659.
- NE-HAN PRODUCTS COMPANY. © Let's Go Fishing brand silver mullet bait. Label. Appl. author: Harry Hannan, Jr. © 15Apr54; KK98164.
- NEIMAN-MARCUS COMPANY. © Always in Vogue. The mink jacket ... (In the Dallas morning news, Oct. 26, 1954, p. 16) © 26Oct54; KK101497.
- Announcing our 1954 fall collection of furs. (In the Dallas morning news, July 25, 1954) © 25Jul54; KK98827.
- The best fur value in America. Our slim, natural Canadian beaver jacket ... Considered one of the most luxurious of furs ... © 1Sep54; KK99616.
- The best fur value in America. Our slim, natural Canadian beaver jacket ... The reason we make such a strong statement ... © 6Aug54; KK99152.
- Change of pace in mink stoles. © 30Jul54; KK98959.
- The chic new mink stoles. (In the Dallas morning news, Oct. 20, 1954, p. 14) © 20Oct54; KK101499.
- De givenchy furs. (In the Dallas morning news, Nov. 21, 1954, p. 10) © 21Nov54; KK101872.
- Dior furs. Where but in our fur salon would you find such a great collection of excitement. © 1Sep54; KK99615.
- Exceptional Christmas mink value. (In the Dallas morning news, Nov. 15, 1954, p. 2) © 14Nov54; KK101592.
- Exciting value in rare topaz mink, 1975.00. (In the Dallas morning news, Dec. 5, 1954, p. 5) © 5Dec54; KK102527.
- The fabled fur stole. (In the Dallas morning news, Sept. 29, 1954, p. 14) © 29Sep54; KK100371.
- For just one woman in the world, this full-length occasion coat of rare Empress chinchilla ... (In the Dallas morning news, Oct. 27, 1954, p. 1, pt. 3) © 27Oct54; KK101496.
- Fur boleros, never such a choice. (In the Dallas morning news) © 24Aug54; KK99494.
- The fur overcoat, big fashion that every chic woman will want to own this year. © 6Sep54; KK99683.
- Her Christmas mink, under 1000.00. (In the Dallas morning star, Dec. 9, 1954, p. 18) © 9Dec54; KK102528.
- Just in, our new college furs. © 7Jul54; KK98110.
- Little foxes. (Fur) (In the Dallas morning news, Oct. 9, 1954, p. 16) © 9Oct54; KK100728.
- Little minks, never such a choice. (In the Dallas morning news) © 4Aug54; KK99151.
- Look at the news in beaver. (Fur) © 14Jul54; KK98594.
- Mink on mink. (In the Dallas morning news, Oct. 8, 1954, p. 15) © 8Oct54; KK100710.
- The N-M mink jacket. (In the Dallas morning news, Oct. 9, 1954) © 9Oct54; KK100727.
- N-M ranch mink, 595.00. © 27Jun54; KK97910.
- N-M's famous fur value, 395.00. (In the Dallas morning news, Sept. 21, 1954, p. 16) © 21Sep54; KK100151.
- New again, the long fur coat. (In the Dallas morning news, Aug. 1, 1954) © 1Aug54; KK98837.
- New colors in beaver. (Furs) (In the Dallas morning news, Sept. 30, 1954) © 30Sep54; KK100372.
- New mink shape. (In the Dallas morning news, Oct. 7, 1954, p. 16) © 7Oct54; KK100711.
- News from Paris. (Fur) © 9Sep54; KK99755.
- Ombred mink. An exciting new N-M idea ... (In the Dallas morning news, Nov. 3, 1954, p. 12) © Neiman-Marcus; 3Nov54; KK101870.
- Only at N-M in America, do you have the choice of six fabulous Palomino minks. © 11Aug54; KK99153.
- Opulent furs are here again. © 8Sep54; KK99840.
- Our minkiest mink. (In the Dallas morning news, Dec. 8, 1954, p. 14) © 8Dec54; KK102582.
- Pre-Christmas mink event; 995.00. (In the Dallas morning news, Nov. 7, 1954, p. 5) © 7Nov54; KK101590.

NEIDMAN-MARCUS COMPANY. Cont'd.

- Rare palomino mink, the Christmas gift that only six women in the world will receive. (In the Dallas morning news, Nov. 30, 1954.) © Neiman-Marcus; 30Nov54; KK102125.
- Ready for college. (Fur) © 21Jul54; KK98578.
- Royal pastel mink. © 22Aug54; KK99468.
- Sables. Eleven fabulous fashions in the world's most treasured fur. (In the Dallas morning news, Oct. 13, 1954, p. 13) © 13Oct54; KK100979.
- Select your college fur today. © 23Jul54; KK98619.
- There is news in fur coats. N-M's mink reversible. (In the Dallas morning news, Oct. 17, 1954, p. 10) © 17Oct54; KK101498.
- There is news in fur coats. N-M's reversible. (In the Dallas morning news, Oct. 17, 1954, p. 10) © 17Oct54; KK100978.
- There is news in fur coats. The mink overcoat. (In the Dallas morning news, Nov. 10, 1954) © 10Nov54; KK101591.
- There is news in fur coats. The mink shirt coat. (In the Dallas morning news, Oct. 31, 1954, p. 2) © 31Oct54; KK101495.
- These are the new mink coats. (In the Dallas morning news, Sept. 14, 1954, p. 13) © 14Sep54; KK100116.
- The thing she'd like more than mink, N-M mink. (In the Dallas morning news, Nov. 28, 1954, p. 2) © Neiman-Marcus; 28Nov54; KK102126.
- This is the year. (Fur) © 18Aug54; KK99274.
- 3 fabulous Christmas ideas. (Fur) (In the Dallas morning news, Dec. 15, 1954) © 15Dec54; KK102581.
- Treasure chest of N-M mink, N-M gold. (In the Dallas morning news, Dec. 3, 1954) © 3Dec54; KK102526.
- The two-toned fur. (In the Dallas morning news, Nov. 24, 1954, p. 12) © 24Nov54; KK101871.
- Wear fur on fur, wear the fur overcoat to be really new this year. © 8Sep54; KK99733.

NELSON ASSOCIATES, INC. ©

- A-1 Ford dealers used car friendship sale merchandising handbook. 14 p. © 15Jul54; KK100258.
- Are you a Purchase Reserve Plan customer? (Automobiles, service & parts) Sheet. © 14Jun54; KK99199.
- Big news for car owners. Purchase Reserve Plan. Card. © 14Jun54; KK99202.
- The Ford A-1 60-day friendship sale of used cars and trucks. Folder. © 15Jul54; KK100259.
- Purchase Reserve Plan. Car owner's reference book. Pamphlet. © 14Jun54; KK99201.
- Purchase Reserve Plan. Dealer instruction book. (Automobiles, service & parts) 11 p. © 14Jun54; KK99200.
- We're going to make a million friends at our friendship sale. (Automobiles) Card. © 15Jul54; KK100257.

NELSON-HARKINS INDUSTRIES. ©

- Specification manual and price list NH-24. 3D metal letters and building specialties. 23 p. Appl. author: Donald F. Harkins. © 15Aug54; KK99415.

3-D metal letters. Specification sheet NH-30. (Signs, crosses, bulletins & plaques) Folder. Appl. author: Donald F. Harkins. © 15Aug54; KK99185.

NESCO, INC. ©

- Clip this ad, it's worth \$2.00. The original Fryryte automatic electric deep fryer. (In Parade, Sept. 19, 1954, p. 28) Appl. author: Western Advertising Agency. © 19Sep54; KK100146.
- Give all the flavor, give Nesco. (Electric roaster & deep fryer) (In the American weekly, Dec. 5, 1954, p. 31) Appl. author: Western Advertising Agency. © Nesco; 5Dec54; KK102233.
- Husband approved meals with Nesco. (Electric roaster, automatic electric deep fryer & accessories) (In Good housekeeping) Appl. author: Western Advertising Agency. © 20Oct54; KK101713.
- The original Nesco automatic electric Roast-Ryte. This Thanksgiving get all the flavor. (Roaster & deep fryer) (In American weekly) Appl. author: Western Advertising Agency. © Nesco; 14Nov54; KK101545.
- Ryte for your customers... Nesco Fryryte, automatic electric fry pan [and] Nesco Cookryte, automatic electric sauce pan. (In Electrical merchandising, Nov. 1954, p. 243) Appl. author: Western Advertising Agency. © 1Nov54; KK102820.
- Ryte for your customers... New, Nesco electric Tearyte. (Electric teamaker) (In Electrical merchandising, Dec. 1954, p. 122) Appl. author: Western Advertising Agency. © 1Dec54; KK102821.
- You are always ryte with Nesco. (Incinerator, pail, refuse pail, refuse can) (In American weekly) Appl. author: Western Advertising Agency. © 12Sep54; KK100389.

NESTLÉ COMPANY, INC. ©

- Cold water test proves, no other leading instant dissolves as fast as new Nestlé's coffee. (In Buffalo courier express, July 16, 1954, p. 3) Appl. author: Bryan Houston, inc. © 16Jul54; KK99678.
- If you love delicious iced coffee ... Try Nestlé's foolproof 9-second iced coffee. (In New York journal American, Aug. 26, 1954, p. 9) Appl. author: Bryan Houston, inc. © 26Aug54; KK101382.
- Looking for a bright idea? Nestlé's semi-sweet chocolate [and] cookie mix. (In Good housekeeping, Dec. 1954, p. 22) © 12Nov54; KK101483.
- New recipe book for the best in chocolate. (In Good housekeeping, Oct. 1954, p. 35) © 20Sep54; KK100115.
- Now satisfy your coffee hunger with new Nescafé. (In Burlington free press, Nov. 30, 1954, p. 4) Appl. author: Bryan Houston, inc. © 30Nov54; KK102463.
- The only chocolate milk that makes itself. Nestlé's Quik. (In Parents', Oct. 1954, p. 87) © 25Sep54; KK100226.
- Our best girl makes those wonderful Toll House cookies. Nestlé's semi-sweet chocolate. (In Good housekeeping, Nov. 1954, p. 123) © 20Oct54; KK100933.
- Prove it yourself, free. New Nescafé is tastier coffee. (In Chicago daily news, July 15, 1954, p. 30) Appl. author: Bryan Houston, inc. © 15Jul54; KK99021.

NEVER-SLIP MANUFACTURING, INC. ©

Never-Slip sponge rubber pads, gummed, ready for use. No scratch, no slip, no jarring. (In Hardware news, Apr. 1954, p. 36) Appl. author: Roy A. Franke. © 1Apr54; KK98032.

NEW CASTLE PRODUCTS, INC. ©

- For low-cost studio homes, cost-cutting Spacemaster, says builder Fred Garling. (Folding doors) (In House & home, July 1954, p. 166) Appl. author: The Buchen Co. © 10Jul54; KK98424.
- In an emergency, flexibility with Modernfold doors. (In Modern hospital, Sept. 1954, p. 172) Appl. author: The Buchen Co. © 1Sep54; KK99791.
- In NAHB's air conditioned village, 7 builders use Modernfold doors. [Endorsed by] Leland R. Wilson [and 6 others] (In House & home, Aug. 1954, p. 75) Appl. author: The Buchen Co. © 10Aug54; KK99399.
- In recreation halls, schools, dormitories, churches, Modernfold doors fit space to your needs in seconds. (In Catholic building and maintenance, June 1954, p. 5) Appl. author: The Buchen Co. © 15Jun54; KK98117.
- Make extra sales with Spacemaster, the do-it-yourself folding door. (In American lumberman, July 12, 1954, p. 101) Appl. author: The Buchen Co. © 12Jul54; KK98425.
- Modernfold, a sales-builder in Greenfield Village Park. Specify Modernfold and you specify extra quality. (Folding doors) (In House & home, Sept. 1954, p. 179) Appl. author: The Buchen Co. © 8Sep54; KK99790.
- Modernfold, a sales-builder in Greenfield Village Park, says builder Fred Garling. You save labor, cut costs ... (Folding doors) (In American builder, Aug. 1954, p. 243) Appl. author: The Buchen Co. © 1Aug54; KK99398.
- Modernfold doors make a definite selling point. [Endorsed by] John H. Hendy. (In American builder, June 1954, p. 219) Appl. author: The Buchen Co. © 1Jun54; KK98115.
- Recreation room on Saturday, 6 classrooms on Sunday, with Modernfold doors. (In Church management, July 1954, p. 41) Appl. author: The Buchen Co. © 1Jul54; KK98423.
- The Spacesaver, for architects and builders. Summer 1954. Modernfold doors. Pamphlet. Appl. author: R. H. McConville. © 30May54; KK99019.
- These walls go into hiding. Modernfold doors. (In College and university business, June 1954, p. 14) Appl. author: The Buchen Co. © 10Jun54; KK98421.
- Three out of four customers preferred Modernfold, says builder George Seltzer. Modernfold's exclusive center-line design ... (Folding doors) (In House & home, Oct. 1954, p. 26) Appl. author: The Buchen Co. © 10Oct54; KK100666.
- Three out of four customers preferred Modernfold, says builder George Seltzer. Seltzer-Fortune is currently building and selling ... (Folding doors) (In NAHB correlator, Sept. 1954, p. 121) Appl. author: The Buchen Co. © 1Sep54; KK100665.
- Upgrade rooms without costly remodeling. Modernfold doors. (In

- Hotel management, June 1954, p. 36) Appl. author: The Buchen Co. © 10Jun54; KK98116.
- We get more buyer interest with Modernfold, says R. B. Billings. Get full details ... (Folding doors) (In NAHB correlator, July 1954, p. 159) Appl. author: The Buchen Co. © 1Jul54; KK98426.
- We get more buyer interest with Modernfold, says R. B. Billings. See your installing distributor ... (Folding doors) (In American builder, Oct. 1954, p. 258) Appl. author: The Buchen Co. © 1Oct54; KK100664.
- We get more buyer interest with Modernfold, says R. B. Billings. Specify Modernfold and you specify extra quality ... (Folding doors) (In House & home, July 1954, p. 167) Appl. author: The Buchen Co. © 10Jul54; KK98422.
- We have a special room in a second with this Modernfold door. (In the Saturday evening post, Sept. 11, 1954, p. 94) Appl. author: The Buchen Co. © 8Sep54; KK99792.
- We save at least \$10.00 per opening with Spacemaster, says builder W. G. Tabbert. (Folding doors) (In House & home, Aug. 1954, p. 74) Appl. author: The Buchen Co. © 10Aug54; KK99400.
- NEW DUTCH PAINT COMPANY, division of TOBIAS PAINT MANUFACTURING COMPANY. SEE Tobias Paint Manufacturing Company.
- NEW ENGLAND APPLE PRODUCTS COMPANY. Johnny Appleseed apple juice. Net contents one quart. Label. © New England Vinegar Works, Inc., d.b.a. New England Apple Products Co.; 29Sep54; KK101084.
- NEW ENGLAND ART PUBLISHERS, INC. © 1955 Everyday box assortment order blank and confidential price list. (Greeting cards; novelties) Sheet. © 3Jan55; KK102809.
- 1955 Everyday selection of greeting cards for all occasions. Gift wraps ... 15 p. © 3Jan55; KK102808.
- NEW ENGLAND VINEGAR WORKS, INC., d.b.a. NEW ENGLAND APPLE PRODUCTS COMPANY. SEE New England Apple Products Company.
- NEWMAN, WALTER FRANCIS. © Zomba [phonograph] records. Label. © 1Jul54; KK101837.
- NICE BALL BEARING COMPANY. © A bearing of quality and endurance. Label. Appl. title: Nice bearing boxes. Appl. author: Edwin L. Lewis, Jr. © 3May54; KK98585.
- NIDIA PRODUCTS COMPANY. © All Purpose brand sprinkling salts. Contents 2 oz. Label. Appl. author: The Ansia Co., inc. © 26Jul54; KK98604.
- NIXON CAMERA AND PHOTO-SUPPLY COMPANY. © The Nixon Camera Shop View-Finder. Sheet. Appl. author: J. Stanley Nixon. © 15Nov54; KK101769.
- NO PUPPIES, solely owned by FLOWHITE PRODUCTS. SEE Flowwhite Products.
- NODOR, INC. © Odorid; effective garbage odor control destroys maggots. Contents 16 fl. ozs. Label. Appl. author: Joseph Watson. © 16Aug54; KK99540.
- NOPCO CHEMICAL COMPANY. © New, for peak profits from your pigs and sows, be sure your feeds contain Nopcosol vitamin-antibiotic-trace mineral feed supplement. (In Country gentleman, May 1953, p. 78) Appl. author: Franklin Fader. © 29Apr53; KK101646.
- NORCCO CHEMICALS AND SOLVENTS. Norcco MTU motor tune up. Label. © Norcco Chemicals & Solvents, Roy Oscar Norman, sole owner; 23Jul54; KK100310.
- Norcco solvent no. 2. Label. © Norcco Chemicals & Solvents, Roy Oscar Norman, sole owner; 23Jul54; KK100311.
- NORCROSS, INC. © Bubble Ballet golden notes. Signature Notes. 14 notes and envelopes. Label. © 10Sep54; KK101266.
- Golden Beauty golden notes. Signature Notes. 12 notes and envelopes. Label. © 10Sep54; KK101265.
- Golden Fantasy golden notes. Signature Notes. 18 notes and envelopes. Label. © 10Sep54; KK101263.
- Golden Fern golden notes. Signature Notes. 12 notes and envelopes. Label. © 10Sep54; KK101264.
- Hello, hello. Signature notes by Norcross of course. 10 notes and envelopes. Label. © 2Jul54; KK98543.
- Hi. Signature notes by Norcross of course. 10 notes and envelopes. Label. © 2Jul54; KK98544.
- Just a line. Signature notes by Norcross of course. 10 notes and envelopes. Label. © 2Jul54; KK98546.
- Merci Beaucoup golden notes. Signature Notes. 14 notes and envelopes. Label. © 10Sep54; KK101262.
- Navajo golden notes. Signature Notes. 14 notes and envelopes. Label. © 10Sep54; KK101261.
- The Norcross American Beauty. Signature Notes. 10 notes and envelopes. [Box cover] Label. © 25Aug54; KK101257.
- A Norcross gift wrapping. Garden of Yum Yum. [No.] 25147. 2 sheets, 20 x 30. Label. © 10Sep54; KK101258.
- Sapphire. Signature notes by Norcross of course. 10 notes and envelopes. Label. © 2Jul54; KK98545.
- Snowball Signature Notes. 12 notes and envelopes. Label. © 25Aug54; KK101259.
- Spun Gold golden notes. Signature Notes. 14 notes and envelopes. Label. © 10Sep54; KK101260.
- Violets. Norcross Signature Notes. 12 notes and envelopes. Label. © 2Jul54; KK98547.
- NORDBERG, EARL. © Mt. Cleman apples. Contents one volume bushel. Label. © 1Jul54; KK98700.
- NORDBERG MANUFACTURING COMPANY. © Nordberg 4FGL gas engine for oil field service. Bulletin 231. Sheet. Appl. author: Robert E. Schulz. © 17Jun54; KK98952.
- Nordberg hydraulic spike puller. Bulletin 227. Sheet. Appl. author: Edward L. Satola. © 3Aug54; KK100772.
- Nordberg Trakliner. Bulletin 230A. (Railroad trackworking equipment) Folder. Appl. author: Edward L. Satola. © 19Oct54; KK102459.
- Ratings of Nordberg two-cycle Dual-fuel [internal combustion] engines. Sheet. Appl. author: Edward L. Satola. © 19Oct54; KK102461.
- NORMAN, ROY OSCAR, sole owner, NORCCO CHEMICALS AND SOLVENTS. SEE Norcco Chemicals and Solvents.
- NORRIS CANDY COMPANY. © Whole Brazil nuts. One pound net. Label. Appl. author: Raymond Lawton Henderson. © 23Jun54; KK98204.
- NORRIS, INC. © Cock O' the Walk vanilla butter creams. Net wt. 7 ozs. or over. (Candy) Label. Appl. author: Mrs. Raymond Lawton Henderson. © 28Jun54; KK99326.
- NORTH AMERICAN SEA FOOD COMPANY, INC. © Best buy, Pismo minced clams. Contents: 7 oz. avoird. Label. Appl. author: Gerald P. Mertens. © 12Jan54; KK98322.
- NORTH AMERICAN VAN LINES, INC. © Moving? Don't just call a van, phone your North American man. (In the Saturday evening post, Sept. 18, 1954, p. 138) Appl. author: Applegate Advertising Agency. © 15Sep54; KK100215.
- NORTHERN PAPER MILLS DIVISION, MARATHON CORPORATION. SEE Marathon Corporation.
- NORTHWEST ENGINEERING COMPANY. © Material handling illustrated. Fall 1954. (Shovels, cranes, draglines & pullshovels) 15 p. Appl. author: Harvey A. Scribner. © 30Nov54; KK102501.
- Material handling illustrated. Summer 1954. (Shovels, cranes, draglines & pullshovels) 15 p. Appl. author: Harvey A. Scribner. © 21Jul54; KK98587.
- NORTHWEST PAPER COMPANY. © Northwest news. v. 19, no. 2, 1954. cMountie watching wild horse fight. Sheet. © 23Jul54; KK98973.
- Northwest pedigreed papers always make good printing better. [Mountie & horse at well] (In Paper, film and foil converter, July 1954, p. 8-9) © 30Jun54; KK98232.
- Northwest pedigreed papers always make good printing better. [Mountie at wagon camp] (In Paper, film and foil converter, Sept. 1954, p. 8-9) © 3Sep54; KK100160.
- Northwest pedigreed papers always make good printing better. [Mountie, Indians & totem poles] (In Paper, film and foil converter, v. 28, no. 11, p. 8-9) © 1Nov54; KK101357.
- NOVEL CRAFT. Kissable letters. (Stationery) Label. Appl. author: Henry Flick. © Stanford H. Schwartz, d.b.a. Novel Craft; 26Jul54; KK99007.
- NO. 1 LIQUOR STORES. © Bargain beverage news. (In the Washington post and times herald) No. 1, v. 1, Aug. 25, 1954. © 25Aug54; KK99480.
- No. 2, v. 1, Sept. 1, 1954. © 1Sep54; KK99542.
- No. 4, v. 1, Sept. 15, 1954. © 15Sep54; KK99930.
- You're no. 1 in our affections. (In the Washington post and times herald, Washington, D. C., Aug. 4, 1954, p. 9) © 4Aug54; KK99255.

NO. 1 LIQUOR STORES. Cont'd.

You've made us no. 1 in Washington.
1st in sales, 1st in savings.
(In the Washington post and times
herald, Washington, D. C., July
28, 1954, p. 6-7) © 28Jul54;
KK99254.

NUNZIO, GENE DE. SEE De Nunzio, Gene.

NUSCO PRODUCTS, INC. ©

4-T pet deodorant. Contents 5
ounces net. Label. © 15Jul54;
KK98890.

4-T pet deodorant. [Sequence of
pictorial illustration] Sheet.
© 9Jul54; KK99233.



O'BRIEN (P. F.) AND SONS.

America's newest, exciting fun game.
Swish Bone. (Beverage) Label.
© Paul Francis O'Brien, d.b.a.
P. F. O'Brien & Sons; 21Jul54;
KK99123.

O'BRIEN, PAUL FRANCIS, d.b.a. P. F.
O'Brien and Sons. SEE O'Brien
(P. F.) and Sons.

O'BRIEN CORPORATION. ©

Thanks to sensational new Alki-
Therm, anyone can get glamorous
results with O'Brien's new Liquid
Velvet, says Marie Wilson (My
friend Irma) (Paint) (In Better
homes & gardens, Sept. 1954, p.
155) Appl. author: Jones & Tay-
lor & Associates. © 20Aug54;
KK99369.

OCEANUS LABORATORIES OF THE PACIFIC.

Oceanus tooth paste. Net wt. 3 oz.
[Box] Label. © Robert E.
Clarke, d.b.a. Oceanus Laborato-
ries of the Pacific; 10Oct54;
KK100960.

Oceanus tooth paste. Net wt. 3 oz.
[Tube] Label. © Robert E.
Clarke, d.b.a. Oceanus Laborato-
ries of the Pacific; 10Oct54;
KK100959.

OCONOMOWOC CANNING COMPANY. ©

Teenie Weenie brand small tender
June peas. Contents 1 lb. 1 oz.
Label. © 12Jul54; KK98646.

OGILVIE SISTERS. ©

Cockatoo tufts? Straggly hair is
for the birds, spray it set with
Lano-Set. (In New York post,
Sept. 16, 1954, p. 16) Appl. au-
thor: The Rockmore Co. © 16Sep54;
KK100031.

Rag doll droop? Don't fret about
unruly hair, spray it set with
Lano-Set. (In New York world
telegram-sun, Sept. 15, 1954, p.
25) Appl. author: The Rockmore
Co. © 15Sep54; KK100032.

Sheep dog droop? Don't despair
about your hair, spray it set with
Lano-Set. (In New York world
telegram and sun, Sept. 22, 1954,
p. 23) Appl. author: The Rock-
more Co. © 22Sep54; KK100094.

Weeping willow mop? Don't let your
hair grow wild, spray it set with
Lano-Set. (In the New York times,
Sept. 12, 1954, p. 100) Appl.
author: The Rockmore Co.
© 12Sep54; KK100030.

OHIO EDISON COMPANY. ©

If mineral resources are important
to your plant location, investi-
gate the center of industrial
America. (Electrical service)
(In U. S. news & world report,
Nov. 12, 1954, p. 64) Appl. au-
thor: Clay Herrick, Jr. © 8Nov54;
KK101488.

OHIO MATCH COMPANY. ©

Ohio blue tip matches. Country
store [design] Label.
© 20Aug54; KK99324.

Ohio blue tip matches. Harvest time
[design] Label. © 20Aug54;
KK99325.

Ohio blue tip matches. Springtime
[design] Label. © 20Aug54;
KK99323.

Ohio safety matches. [Birds in
flight] Label. © 25Aug54;
KK99509.

OHIO NUT AND BOLT COMPANY. ©

Ohio stock parts for your projection
and spot welding. Bulletin [no.]
542. (Metal fasteners) 5 p.
Appl. author: Gregory Frank Grey.
© 10Oct54; KK100449.

OHIO OIL COMPANY. ©

In the Midwest's most advanced re-
finery, we improved on nature to
bring you new Marathon Mile-maker
gasoline. (In Columbus dispatch,
Oct. 6, 1954, p. 8B) Appl. au-
thor: N. W. Ayer & Son, inc.
© 6Oct54; KK101897.

It's here, new Marathon Mile-maker
gasoline. (In Columbus dispatch,
Oct. 12, 1954, p. 12A) Appl. au-
thor: N. W. Ayer & Son, inc.
© 12Oct54; KK101894.

Now from the most advanced refinery
in the midwest, comes new Marathon
Mile-maker gasoline. (In Columbus
dispatch, Oct. 1, 1954, p. 10A)
Appl. author: N. W. Ayer & Son,
inc. © 10Oct54; KK102321.

Plain talk from your Marathon man.
Let me tell you about Marathon
Mile-maker, a new gasoline to
serve you best in the long run.
(In Columbus dispatch, Oct. 19,
1954, p. 7B) Appl. author: N. W.
Ayer & Son, inc. © 19Oct54;
KK101895.

Plain talk from your Marathon man.
My new Marathon Mile-maker gaso-
line is the long drink for thirsty
cars. (In Columbus dispatch, Oct.
25, 1954, p. 12B) Appl. author:
N. W. Ayer & Son, inc. © 26Oct54;
KK101896.

Plain talk from your Marathon man.
The best ads on Mile-maker [gaso-
line] don't run in the papers,
they run in the cars of my custom-
ers. (In Columbus dispatch, Nov.
2, 1954, p. 5B) Appl. author:
N. W. Ayer & Son, inc. © 2Nov54;
KK101898.

OHRBACH'S, INC. ©

Almost time. Get your children's
back-to-school clothes now at Ohr-
bach's. (In the New York times,
Aug. 29, 1954, p. 51) Appl. au-
thor: Doyle Dane Bernbach, inc.
© 29Aug54; KK99526.

Breathtaking is the word for the
history-making low prices, in
Ohrbach's great annual birthday-
party. (Clothing) (In Newark
news, Sept. 19, 1954, p. 16-17)
Appl. author: Doyle Dane Bernbach,
inc. © 19Sep54; KK100298.

Don't let your wife down, you can
afford to give her the clothes she
wants at Ohrbach's. (In the New
York times, Oct. 17, 1954, p. 53)
Appl. author: Doyle Dane Bernbach,
inc. © 17Oct54; KK101060.

Get ready for a tremendous variety
of high fashions ... (Clothing)
(In the New York times, Aug. 25,
1954, p. 12-13) Appl. author:
Doyle Dane Bernbach, inc.
© 25Aug54; KK99524.

Get smart, learn about Ohrbach's.
(Clothing) (In the New York
times, Oct. 31, 1954, p. 53)

Appl. author: Doyle Dane Bernbach,
inc. © 31Oct54; KK101702.

Glad to see you, Ohrbach's. (Cloth-
ing) (In the New York times, Aug.
26, 1954, p. 11) Appl. author:
Doyle Dane Bernbach, inc.
© 26Aug54; KK99523.

Hear this. Before we move to 34th
Street ... (Clothing) (In New
York world-telegram and sun, Aug.
4, 1954, p. 13) Appl. author:
Doyle Dane Bernbach, inc.
© 4Aug54; KK99009.

I don't care how it looks as long as
it's cheap. (Clothing) (In New
York post, Sept. 14, 1954, p. 14)
Appl. author: Doyle Dane Bernbach,
inc. © 14Sep54; KK100297.

I'm from Paris, I'm from Italy.
(Clothing) (In the New York
times, Sept. 19, 1954, p. 53)
Appl. author: Doyle Dane Bern-
bach, inc. © 19Sep54; KK100295.

Look, we've added more exciting
fashions. (Clothing) (In Newark
evening news, Sept. 23, 1954, p.
9) Appl. author: Doyle Dane
Bernbach, inc. © 23Sep54;
KK100648.

Ohrbach's uses the axe 365 days a
year. (Clothing) (In the New
York times, Nov. 21, 1954, p. 53)
Appl. author: Doyle Dane Bernbach,
inc. © 21Nov54; KK102028.

The old fashioned dollar comes to
life with great values on new,
smart merchandise for women, men,
children. (Clothing) (In Los
Angeles times, Sept. 1954, p. 15)
Appl. author: Doyle Dane Bernbach,
inc. © 9Sep54; KK100294.

Our prices are in fashion too.
(Clothing) (In the New York
times, Oct. 24, 1954, p. 53)
Appl. author: Doyle Dane Bern-
bach, inc. © 24Oct54; KK101059.

The price tag that moved uptown
without changing. (Clothing)
(In the New York times, Aug. 22,
1954, p. 47) Appl. author:
Doyle Dane Bernbach, inc.
© 22Aug54; KK99490.

Thanks, New York. (Clothing) (In
the New York times, Aug. 27, 1954,
p. 7) Appl. author: Doyle Dane
Bernbach, inc. © 27Aug54;
KK99525.

We're not forgetting to bring our
low prices with us. (Clothing)
(In Daily mirror, New York, Aug.
23, 1954, p. 13) Appl. author:
Doyle Dane Bernbach, inc.
© 23Aug54; KK99491.

Whatever you buy, you're buying a
bargain at Ohrbach's. (Clothing)
(In the New York times, Oct. 10,
1954, p. 53) Appl. author:
Doyle Dane Bernbach, inc.
© 10Oct54; KK100817.

Yes little girl, there is an Ohr-
bach's. (Clothing) (In the New
York times, Dec. 5, 1954, p. 53)
Appl. author: Doyle Dane Bernbach,
inc. © 5Dec54; KK102370.

Your dollar turns into high fashion.
(Clothing) (In the New York
times, Nov. 7, 1954, p. 53)
Appl. author: Doyle Dane Bernbach,
inc. © 7Nov54; KK101701.

Your money really talks when you
take it to dollar day at Ohr-
bach's. (Clothing) (In Los
Angeles times, Sept. 1, 1954, p.
12) Appl. author: Doyle Dane
Bernbach, inc. © 1Sep54;
KK100296.

You're going to say, how do they do
it? (Clothing) (In the New York
times, Aug. 24, 1954, p. 11)
Appl. author: Doyle Dane Bernbach,
inc. © 24Aug54; KK99492.

OIL PURE REFINER COMPANY. ©
Oilpure refiner. (Mechanical applicator) 14 p. © 1Mar54; KK99227.

OLESON, MERLE A., AND ROBERT J. WINGFIELD, d.b.a. PROJECT-A MURAL COMPANY. SEE Project-A Mural Company.

OLIVER UNITED FILTERS, INC. ©
Oliver-Campbell Cane mud filter. Bulletin no. 215-R2. Folder. Appl. author: Carlton W. Crumb. © 10Oct54; KK101335.

OLSON RUG COMPANY. ©
I guarantee to send you the finest rugs you ever had for so little money. It's sensible, it's easy, it's fun. (In American home, Aug. 1954, p. 17) Appl. author: Arthur W. Prussing. © 25Jul54; KK101215.

I guarantee to send you the finest rugs you ever had for so little money. Learn how the valuable wool and material in discarded rugs, clothing, etc. is reclaimed like new ... (In Extension, Sept. 1954, p. 44) Appl. author: Arthur W. Prussing. © 10Aug54; KK101214.

I guarantee to send you the finest rugs you ever had for so little money. The valuable wools, etc. in discarded rugs, clothing, are reclaimed like new ... (In Household, Aug. 1954, p. 50) Appl. author: Arthur W. Prussing. © 20Jul54; KK101213.

Olson 80th anniversary sale. Thousands of Broadloom carpets, rugs. (In Chicago daily tribune, May 6, 1954, p. 1, pt. 4) Appl. author: Arthur W. Prussing. © 6May54; KK98163.

Olson rugs have everything you want. (In Farm journal, Sept. 1954) Appl. author: Arthur W. Prussing. © 17Aug54; KK101212.

The rug of your dreams direct to you from the great Olson factory. Save \$3 to \$5 a square yard. (In St. Anthony's messenger, Sept. 1954) Appl. author: Arthur W. Prussing. © 22Aug54; KK101216.

The rug of your dreams direct to you from the great Olson factory. Save up to 1/2, send us your old rugs, clothing, etc. (In Presbyterian life, Sept. 18, 1954) Appl. author: Arthur W. Prussing. © 18Sep54; KK101217.

ONE HOUR VALET, INC. ©
I look great and feel fine. (Dry cleaning) Card. Appl. author: William L. Rohde. © 10Oct54; KK102558.

ONEIDA, LTD. ©
Any moment now she'll want Community [silverware] Any moment now her pretty little head will be spinning ... (In Redbook, Feb. 1954, p. 4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 29Jan54; KK101019.

Any moment now she'll want Community [silverware] Did you really know it was me? (In Life, Oct. 18, 1954, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Oct54; KK101020.

Any moment now she'll want Community [silverware] Hold still, young man. (In Life, Mar. 22, 1954, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19Mar54; KK101023.

The best-loved rose design of all time, Damask Rose in Heirloom sterling silverware (In Mademoiselle, Sept. 1954, p. 4 of cover) Appl. author: J. Walter Thompson Co. © 29Aug54; KK100448.

Community presents South Seas, today's new idea in design. (Silverware) (In Life, Oct. 4, 1954, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Oct54; KK101018.

Newly crowned, the young elegance of Reigning Beauty in Heirloom sterling [silverware] (In House & garden, Sept. 1954, p. 4 of cover) Appl. author: J. Walter Thompson Co. © 23Aug54; KK100447.

Not only a great new pattern, but more, it's today's new idea in silverware design. South Seas in Community. (In Woman's home companion, Sept. 1954, p. 4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Aug54; KK101017.

Special celebration offer. Save \$27.45 on this sixty-piece service of Community [silverware] (In Life, Apr. 26, 1954, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 23Apr54; KK101021.

This year, give for the future. Heirloom sterling [silverware] (In Mademoiselle, Nov. 1954, p. 4 of cover) Appl. author: J. Walter Thompson Co. © 29Oct54; KK102390.

ONTARIO CHEMICAL COMPANY.
Stresamin B. Contents 90 tablets. (Vitamin product) Label. © H.C. Rice, d.b.a. Ontario Chemical Co.; 26Aug54; KK99470.

OPPENHEIMER INDUSTRIES, INC. ©
Cattle management contract. Sheets. © 15Oct54; KK101115.

ORLEANS CANNING COMPANY. ©
Orleans horse meat dog food. Net wt. 15 oz. Label. © 19Jul54; KK99528.

ORTON, EDGAR J. ©
Hair and scalp lotion with oil. Contents 8 fl. oz. Label. © 15Jun54; KK98071.

OTIS PRESSURE CONTROL, INC. ©
Otis' services for permanent completions. (Tools & equipment for oil well permanent completions) Folder. Appl. author: Dan Goodrich. © 11Jan54; KK101533.

OUSLEY, MARGERY L., AND ELSIE COMBS, d.b.a. BEAUTY QUEST COMPANY. SEE Beauty Quest Company.

OVERHEAD DOOR CORPORATION. ©
Architect's choice and chief's choice for new Toledo fire headquarters. (In Architectural record, July 1954, p. 64) Appl. author: Applegate Advertising Agency. © 1Jul54; KK99330.

Cold weather reminder: Time to equip your garage with Ultronic door operator. (In the Journal of the American Medical Association, Sept. 18, 1954, p. 72) Appl. author: Applegate Advertising Agency, inc. © 16Sep54; KK101860.

Effortless operation, outstanding appearance. Crusader garage door. Sheet. Appl. author: Applegate Advertising Agency. © 29Jun54; KK98580.

I'm putting an Ultronic door operator in my own garage. (In the Journal of the American Medical Association, July 17, 1954, p. 70) Appl. author: Applegate Advertising Agency. © 15Jul54; KK99331.

Memo to architects & builders ... No house is complete without a garage. (In Progressive architecture, Sept. 1954, p. 152) Appl. author: Applegate Advertising Agency. © 1Sep54; KK100213.

More spacious look, more spacious living. Get both by planning your new home with a real garage and the Overhead Door. (In House beautiful's building manual, fall-winter, 1954-1955, p. 7) Appl. author: Applegate Advertising Agency. © 27Aug54; KK100217.

Open your garage door from your car, with the Ultronic door operator. Sheet. Appl. author: Applegate Advertising Agency. © 24Jun54; KK98579.

We're telling home buyers everywhere, no house is complete without a garage. (In NAHB correlator, July 1954, p. 75) Appl. author: Applegate Advertising Agency. © 5Jul54; KK98581.

Your house is not complete without a garage. (In Better homes and gardens, July 1954, p. 10) Appl. author: Applegate Advertising Agency. © 25Jun54; KK98140.

OWENS YACHT COMPANY, INC. ©
Owens flagships, saluted the world around. [Catalog] (Motor boats) Folder. © 15Oct54; KK101624.

OXFORD FILING SUPPLY COMPANY, INC. ©
Oxford Pendaflex, the filing folder that hangs. 54.9 Z3, July 1, 1954. 7 p. © 1Jul54; KK101880.

P

PABST BREWING COMPANY. ©
Announcing a new concept in reducing, lose weight and have fun too. Tap-A Cola fun diet. (In Boston post, Sept. 2, 1954, p. 5) © Tap-A-Cola Division, Pabst Brewing Co.; 2Sep54; KK101297.

Big new take home Pabst Blue Ribbon in cans promotion, shows you how to increase your canned beer profits. (In New Jersey grocer, Aug. 1954, p. 3) Appl. author: Warwick & Legler, inc. © 4Aug54; KK99527.

Don't miss the Wednesday night Pabst Blue Ribbon bouts on TV. (In Ring magazine, Dec. 1954, p. 3) Appl. author: Warwick & Legler, inc. © 1Nov54; KK102806.

For your sociable snacks, what'll you have? Pabst Blue Ribbon. (In McCall's, July 1954, p. 60) Appl. author: Warwick & Legler, inc. © 23Jun54; KK98241.

Get acquainted offer during October only. Tasty Tap-A-Cola. (Soft drink) (In New York journal-American, Oct. 8, 1954, p. 23) Appl. author: Warwick & Legler, inc. © 8Oct54; KK100850.

How many extra customers will be in your place this Wednesday night? Pabst Blue Ribbon. (In Hotel and restaurant news, Aug. 14, 1954, p. 4) Appl. author: Warwick & Legler, inc. © 14Aug54; KK99735.

How your tavern can capture its share of the booming take home beer market. Pabst Blue Ribbon. (In Bar restaurant, Aug. 2, 1954, p. 18) Appl. author: Warwick & Legler, inc. © 2Aug54; KK99347.

In addition to the Pabst Blue Ribbon bouts on TV ... Pabst Blue Ribbon announces a special food store promotion for women only. (In Beer distributor, June 1954, p. 2) Appl. author: Warwick & Legler, inc. © 15Jun54; KK97919.

It's new, it's here. Tasty Tap-A-Cola comes 2 ways, and comes in a can. (Soft drink) (In New York world-telegram and sun, June 17, 1954, p. 24) Appl. author: Warwick & Legler, inc. © 17Jun54; KK97785.

PABST BREWING COMPANY. Cont'd.

Make your picnic extra nice, with Pabst Blue Ribbon beer on ice ... [Bottles in tub] (In Life, Aug. 23, 1954, p. 58) Appl. author: Warwick & Legler, inc. © 20Aug54; KK99737.

Newest Hoffman quality beverage, Tap-A Cola. Non-fattening cola in a can. (In New York world telegram & sun, July 16, 1954, p. 12) Appl. author: Warwick & Legler, inc. © 16Jul54; KK98466.

Now Hoffman brings you Tap-A Cola, non-fattening cola in a can. (In New York world telegram & sun, July 1, 1954, p. 29) Appl. author: Warwick & Legler, inc. © 1Jul54; KK98465.

Pabst Blue Ribbon bouts to promote National restaurant month. (In Bar-restaurant, Oct. 1954, p. 25-BR) Appl. author: Warwick & Legler, inc. © 4Oct54; KK100761.

Pabst Blue Ribbon with your meal, adds that extra taste appeal. cLamb stew (In Life, Nov. 15, 1954, p. 116) Appl. author: Warwick & Legler, inc. © 12Nov54; KK102534.

A salad such as you see here, goes best with Pabst Blue Ribbon beer ... [Shrimp salad] (In Life, July 26, 1954, p. 112) Appl. author: Warwick & Legler, inc. © 23Jul54; KK98969.

Some folks like the drumstick best ... Pabst Blue Ribbon. [Chicken in the basket] (In Life, Sept. 20, 1954, p. 116) Appl. author: Warwick & Legler, inc. © 17Sep54; KK100760.

Spare the brush and save the clothes. Exzyme, the world's finest spot remover. (In National cleaner & dyer, Sept. 1954, p. 94) Appl. author: Warwick & Legler, inc. © 1Sep54; KK101278.

Wednesday nights all year 'round, Pabst Blue Ribbon bouts on TV sell high profit items throughout your store. (In the Inter-mountain food retailer, July 1954, p. 4) Appl. author: Warwick & Legler, inc. © 15Jul54; KK98836.

What'll you have? Pabst Blue Ribbon. [Bottle] (In the Boston daily globe, Nov. 5, 1954, p. 32) Appl. author: Warwick & Legler, inc. © 5Nov54; KK102434.

What'll you have? Pabst Blue Ribbon. [Bowling scene] (In Army times, Nov. 13, 1954, p. 15) Appl. author: Warwick & Legler, inc. © 13Nov54; KK102433.

What'll you have? Pabst Blue Ribbon. [Bowling scene] (In the National bowlers journal and billiard revue, Nov. 1954, p. 6) Appl. author: Warwick & Legler, inc. © 10Nov54; KK102523.

What'll you have? Pabst Blue Ribbon. [Golf scene] (In Army times, Aug. 21, 1954, p. M3) Appl. author: Warwick & Legler, inc. © 21Aug54; KK99736.

When you hold a backyard barbecue ... Pabst Blue Ribbon. (In Life, June 28, 1954, p. 100) Appl. author: Warwick & Legler, inc. © 25Jun54; KK98240.

PACERA, ANTHONY, sole owner TONY'S SHOE SHOP. SEE Tony's Shoe Shop.

PACIFIC AIRMOTIVE CORPORATION. ©

Here at last, power by the hour. (Engine maintenance) (In Aviation week, Mar. 22, 1954, p. 55) © 22Mar54; KK98043.

PACIFIC AMERICAN FISHERIES, INC. ©

Deming's Pride of the Ocean skinless salmon seafood treat. Net contents 7 3/4 oz. avoir. Label. Appl. author: Philip T. Campbell. © 15Sep54; KK102047.

Deming's Royal Fisher Alaska red chinook salmon. Contents one pound. Label. Appl. author: Philip T. Campbell. © 15Sep54; KK102049.

Deming's Silver Bow medium red salmon. Contents one pound. Label. Appl. author: Philip T. Campbell. © 9Sep54; KK102046.

Deming's Sirloin salmon. Net contents 7 3/4 oz. avoir. Label. Appl. author: Philip T. Campbell. © 9Sep54; KK102048.

PACIFIC CITRUS PRODUCTS COMPANY. ©

Hawaiian Punch, real fruit punch, now at all grocers. (Condensed fruit juices) (In Chicago tribune magazine, May 2, 1954, p. 39) Appl. author: Atherton Advertising Agency. © 2May54; KK98010.

A new and different treat for the lunch box. Hawaiian Punch. (Condensed fruit juices) (In St. Louis post-dispatch, Apr. 22, 1954, p. 1D) Appl. author: Atherton Advertising Agency. © 22Apr54; KK98009.

PACIFIC SEVEN, INC. ©

Pacific 7 frozen fresh, grade A green peas. 2 1/2 lbs. net. Label. © 15Jul54; KK100007.

PACIFIC WIRE WORKS COMPANY. ©

Pacific Wire-Grams, by George G. Altnow. Folder. July 1954. © 14Jul54; KK98670. Aug. 1954. © 12Aug54; KK99754. Sept. 1954. © 13Sep54; KK100087. Oct. 1954. © 12Oct54; KK101102. Nov. 1954. © 12Nov54; KK101676.

PALA FOX DRUG COMPANY.

Antracion Troche. 100. (Medicine) Label. © Samuel J. Wiesenthal, sole owner, d.b.a. Pala Fox Drug Co.; 2Jun54; KK98020.

D-Antamine. 100. (Medicine) Label. © Samuel J. Wiesenthal, sole owner, d.b.a. Pala Fox Drug Co.; 2Jun54; KK98021.

De-Lans 12. 100. (Medicine) Label. © Samuel J. Wiesenthal, sole owner, d.b.a. Pala Fox Drug Co.; 2Jun54; KK98022.

Liacon with B12 and folic acid. 100. (Medicine) Label. © Samuel J. Wiesenthal, sole owner, d.b.a. Pala Fox Drug Co.; 2Jun54; KK98023.

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PALMER, MILAN HENRY. ©

Smokey Chimp says: Don't monkey with water on a grease fire, use Drykem. Label. © 26Nov54; KK102232.

PAN-AMERICAN COFFEE BUREAU. ©

Give yourself a coffee-break. Lawrence Cowen. (In Look, Nov. 17, 1953, p. 85) Appl. author: Robert W. Orr & Associates, inc. © 3Nov53; KK101604.

Night editor perks up with a coffee-break. (In Life, Sept. 6, 1954, p. 107) Appl. author: Robert W. Orr & Associates, inc. © 3Sep54; KK100164.

A tired nurse takes a coffee-break. (In Life, June 14, 1954, p. 71) Appl. author: Robert W. Orr & Associates, inc. © 11Jun54; KK99940.

A truck driver enjoys a coffee-break. (In Life, Aug. 9, 1954, p. 45) Appl. author: Robert W. Orr & Associates, inc. © 6Aug54; KK99942.

A weary lookout takes a coffee-break. (In Life, July 12, 1954, p. 43) Appl. author: Robert W. Orr & Associates, inc. © 9Jul54; KK99941.

PANALARM, division of PANELLIT, INC. SEE Panellit, inc.

PANASCAN, division of PANELLIT, INC. SEE Panellit, inc.

PANELLIT, INC.

Panalarm 30 audible alert annunciator. Bulletin AA 30. Sheet. © Panalarm, division of Panellit, inc.; 1Sep54; KK101691.

Panalarm 30 high-low annunciator. Bulletin HL 30. Sheet. © Panalarm, division of Panellit, inc.; 1Sep54; KK101690.

Panascan high speed automatic cable inspection for quality control, production harnesses. Bulletin CI 200. Folder. © Panascan, division of Panellit, inc.; 1Nov54; KK101689.

Panascan model CS 15 cable inspector. Bulletin CI 100. Folder. © Panascan, division of Panellit, inc.; 1Aug54; KK101692.

PAPER-MATE COMPANY, INC. ©

Executive secretaries approve Paper-Mate world's smoothest writing [fountain] pens. [Heads of 4 women secretaries] Poster. Appl. author: Foote, Cone & Belding. © 15Oct54; KK101196.

Only Paper-Mate fountain pen has the diamond heart for Christmas. (In Look, Dec. 14, 1954, p. 22-23) Appl. author: Foote, Cone & Belding. © 30Nov54; KK102603.

PARADERM LABORATORIES, INC. ©

A new star in the field of ointment therapy. Auxiloderm. (In Clinical medicine, Nov. 1954, p. 906) Appl. author: Cory Snow, inc. © 15Nov54; KK102278.

Our customers are delighted with Auxiloderm H ointment. (In Horsemen's journal, v. 6, no. 2, p. 5) Appl. author: Cory Snow, inc. © 5Nov54; KK102279.

PARAGON ART AND LINEN COMPANY, INC.

Paragon high fashion, low cost make-them-yourselves. (Needlework for embroidery) (In McCall's needlework, fall-winter 1954-55, p. 3 of cover) Appl. author: Martin J. Rothman. © Paragon Art & Linen Co., inc. or Paragon Needlecraft; 10Jul54; KK98282.

PARAGON ELECTRIC COMPANY. ©

Created to make clock watching a pleasure. Peco Trivet time. Sheet. Appl. author: Howard Crum. © 10Oct54; KK102212.

PARAGON NEEDLECRAFT. SEE Paragon Art and Linen Company, inc.

PARAGON OIL COMPANY, INC. ©

Monthly customer return envelopes. Appl. author: John J. McCartney. © 27May54; KK97811.

Paralene 100 % pure Pennsylvania motor oil. (In Motor truck news, July 1954, p. 4 of cover) Appl. author: John J. McCartney. © 7Jul54; KK98971.

PARAKOS (ARISTIDE J.) AND COMPANY.

Crinos pure natural olive oil. Appl. author: Demetris Kakis.

© Aristide J. Paraskos & Co., & George Margarites; 4Aug54; KK98831.

PARFUMS CORDAY, INC. ©

For you who think in terms of mink. *Toujours moi* [perfume] (In Harper's bazaar, Oct. 1954, p. 71) Appl. author: Douglas D. Simon Advertising, inc. © 10Oct54; KK100848.

PARK AND TILFORD DISTILLERS CORPORATION. ©

From Wall St. to Main St., smart men say, invest tonight in Private Stock. \$5.25 4/5 qt. (In Daily news, New York, Oct. 28, 1954, p. 77) Appl. author: Bryan Houston, inc. © 28Oct54; KK101369.

From Wall St. to Main St., smart men say, invest tonight in Private Stock. \$4.29 4/5 qt. (In Cleveland plain dealer, Oct. 28, 1954, p. 15) Appl. author: Bryan Houston, inc. © 28Oct54; KK101470.

Long or short, smart men say, invest tonight in Private Stock. (In Daily news, New York, Nov. 4, 1954, p. 70) Appl. author: Bryan Houston, inc. © 4Nov54; KK101393.

Smart men say, invest tonight in Private Stock. (In New York world-telegram and sun, Oct. 19, 1954, p. 18) Appl. author: Bryan Houston, inc. © 19Oct54; KK101272.

Smart men say, invest tonight in Private Stock. Bid and asked, \$5.29, 4/5 qt. (In Los Angeles examiner, Oct. 21, 1954, p. 5) Appl. author: Bryan Houston, inc. © 21Oct54; KK101392.

Smart men say, invest tonight in Private Stock. \$5.25, 4/5 qt. (In Daily news, New York, Oct. 21, 1954, p. 50) Appl. author: Bryan Houston, inc. © 21Oct54; KK101370.

Win praise as a host, place Kentucky Bred before your guests, show good taste. (In Daily news, New York, Oct. 22, 1954, p. 64) Appl. author: Bryan Houston, inc. © 22Oct54; KK101276.

Win praise as a host, place Kentucky Bred before your guests, show your good taste. c1 bottles (In Sports illustrated, Nov. 15, 1954, p. 3) Appl. author: Bryan Houston, inc. © 12Nov54; KK101787.

Win praise as a host, place Kentucky Bred before your guests, show your good taste. c2 bottles (In Seattle post intelligencer, Oct. 22, 1954, p. 14) Appl. author: Bryan Houston, inc. © 22Oct54; KK101391.

PARKE, NORMAN M. ©

Lawn billiards. Instructions. Rev. model. (Game) Sheet. © 1Aug54; KK99460.

PARKE, DAVIS AND COMPANY. ©

Advantages of anesthesiologist, surgeon, and patient. Surital sodium, new ultrashort-acting intravenous anesthetic. (Pharmaceuticals) Folder. © 27Oct53; KK98873.

The Ambodryl story. The Benadryl story. (Pharmaceuticals) Pamphlet. © 1Jun54; KK98040.

Another name for relief in allergy; Benadryl. Ambodryl Kapseals and Ambodryl Elixir. (Pharmaceuticals) Folder. © 15Oct54; KK101436.

Balanced for better control of climacteric symptoms. Theelandrol-5; Theelandrol-10. Folder. © 25Mar54; KK98335.

Benadryl. Aug. 1954. (Pharmaceuticals) Blotter. © 20Sep54; KK101290.

Benefits almost any patient needing hypnotic or sedative medication. Carbrital. Folder. © 50Oct53; KK98328.

Benylin expectorant clears the way for rapid relief of cough and associated symptoms. (Pharmaceuticals) Folder. © 28Dec53; KK98745.

Charting a smooth course of anesthesia with Surital sodium. (Pharmaceuticals) Folder. © 22Oct53; KK98872.

Chosen more and more often for brief or prolonged anesthesia. Surital sodium. (Pharmaceuticals) Folder. © 12Apr54; KK98875.

Clear the track for Paladac. (Pharmaceuticals) Card. © 16Feb54; KK98877.

Clear the track for Paladac. (Pharmaceuticals) Folder. © 19Apr54; KK99223.

Did rheumatic fever write a tragic ending to this picture story? (Pharmaceuticals) (In Life, Oct. 12, 1953, p. 91) Appl. author: Young & Rubicam, inc. © 9Oct53; KK102122.

Does your community need a doctor? (Pharmaceuticals) (In Country gentleman, June 1954, p. 15) Appl. author: Young & Rubicam, inc. © 26May54; KK102118.

Eases the coughing patient. Benylin expectorant. (Pharmaceuticals) Sheet. © 30Nov53; KK98331.

For broadest benefits in management of cough. Benylin expectorant. (Pharmaceuticals) Folder. © 10Feb54 (in notice: 1953); KK98751.

For cough caused by colds or allergy. Benylin expectorant. (Pharmaceuticals) Folder. © 11Dec53; KK98747.

For different reasons, a common need. ABDEC Kapseals. (Pharmaceuticals) Folder. © 6Apr54; KK98876.

For rapid relief of cough and associated symptoms. Benylin expectorant. Folder. © 28Jan54 (in notice: 1953); KK98336.

For vitamin deficiency states, suspected or evident or anticipated. Abdec Kapseals. Folder. © 20Oct53; KK98333.

Gets the juvenile vote. Paladac. PD-D-326. (Pharmaceutical) Folder. © 22Nov54; KK102285.

Helping the allergic individual lead a more comfortable life. Ambodryl Kapseals. PD-D-311. (Pharmaceutical) Card. © 8Nov54; KK102287.

Helping the hay fever patient lead a more comfortable life. Ambodryl hydrochloride helps solve the patient's dilemma ... Ambodryl Kapseals. (Pharmaceuticals) Folder. © 19Aug54; KK99394.

Helping the hay fever patient lead a more comfortable life. Ambodryl Kapseals. Hay fever patients, young and old ... (Pharmaceuticals) Card. © 11Aug54; KK99393.

Helping the hay fever patient lead a more comfortable life. Ambodryl Kapseals. When the hay fever patient's summers are dreaded ... PD-D-296. (Pharmaceuticals) Folder. © 30Aug54; KK101192.

Helping the hay fever patient to lead a more comfortable life. Ambodryl Kapseals. Always an asset both as an antihistaminic and antispasmodic, Benadryl. PD-D-291.

(Pharmaceuticals) Folder. © 23Aug54; KK101191.

Helping the hay fever patient to lead a more comfortable life. Ambodryl Kapseals. When allergens are unavoidable ... PD-D-308. (Pharmaceuticals) Card. © 1Sep54; KK101190.

Helps the hay fever patient lead a more comfortable life. Ambodryl Kapseals. An added advantage in allergic and/or spastic disorders. Benadryl. (Pharmaceuticals) Folder. © 22Jul54; KK99391.

Helps the hay fever patient lead a more comfortable life. Ambodryl Kapseals. And for antispasmodic as well as antihistaminic action, Benadryl. PD-3-320. (Pharmaceuticals) Folder. © 20Sep54; KK101188.

How many of these people need a doctor? (Pharmaceuticals) (In Life, July 12, 1954, p. 79) Appl. author: Young & Rubicam, inc. © 9Jul54; KK102116.

How to select a family doctor. (Pharmaceuticals) (In Life, Jan. 11, 1954, p. 69) Appl. author: Young & Rubicam, inc. © 8Jan54; KK102115.

In a variety of coughs fitting the treatment to the patient, Benylin expectorant, Cosadein, Cosanyl. (Pharmaceuticals) Folder. © 11Jan54 (in notice: 1953); KK98746.

In epilepsy, Dilantin sodium. (Pharmaceuticals) Folder. © 3Jan54; KK98345.

In penicillin therapy when there must be no doubt. S-R million unit. Sheet. © 10Oct53; KK98330.

In the menopause, but no lull in her life. Theelandrol. (Pharmaceuticals) Sheet. © 21Jun54; KK98338.

In vitamin deficiency states, an important therapeutic measure. Abdec Kapseals. Sheet. © 9Nov53; KK98334.

Infants, children (adults too), all like its orange flavor, color, aroma. Paladac. (Pharmaceuticals) Card. © 18Mar54; KK98879.

Is there some of her spirit in you? (Pharmaceuticals) (In Woman's home companion, Oct. 1953, p. 91) Appl. author: Young & Rubicam, inc. © 23Sep53; KK102114.

Its dual action calms the restless, rests the sleepless. Carbrital Kapseals Elixir. (Pharmaceuticals) Card. © 11Mar54; KK100838.

Let these experts on relaxing show you how to live with high blood pressure. (Pharmaceuticals) (In Life, May 10, 1954, p. 18) Appl. author: Young & Rubicam, inc. © 7May54; KK102117.

More normal life in petit mal. Milontin. (Pharmaceuticals) Folder. © 19Jul54; KK98744.

New ultrashort-acting intravenous anesthetic. Surital sodium. (Pharmaceuticals) Folder. © 29Mar54 (in notice: 1953); KK98871.

Nothing can mask their delight. Paladac. (Pharmaceuticals) Folder. © 3Feb54 (in notice: 1953); KK98752.

Pleasant-tasting Paladac, new liquid vitamin supplement. (Pharmaceuticals) Folder. © 8Mar54; KK98749.

Regardless of age, all need supplementary vitamins. ABDEC drops, Paladac, ABDEC Kapseals. PD-D-321. (Pharmaceuticals) Folder. © 27Oct54; KK101437.

PARKE, DAVIS AND COMPANY. Cont'd.

Round the clock relief. Carbrital. (Pharmaceuticals) Folder. © 14Oct53; KK98329.

Set the stage for recovery. Amphe-dase Kapseals. (Pharmaceuticals) Folder. © 17May54; KK98340.

Something new inside this bottle. Paladac. (Pharmaceuticals) Folder. © 18Jan54 (in notice: 1953); KK98326.

Successful anesthesia in over 10,000 reported cases. Surital sodium. (Pharmaceuticals) Folder. © 25Feb54; KK98878.

Tastes like orange, acts like magic. Paladac. (Pharmaceuticals) Folder. © 7Jun54 (in notice: 1953); KK98346.

Theelandrol oral superior symptomatic relief for your menopausal patients. (Pharmaceuticals) Folder. © 16Nov53; KK98327.

There's a brighter outlook now for the child with epilepsy. (Pharmaceuticals) (In Life, Sept. 20, 1954, p. 168) Appl. author: Young & Rubicam, inc. © 16Sep54; KK102119.

They take it and like it. Paladac. (Pharmaceuticals) Card. © 24May54; KK98344.

They take it because they like it. Paladac. (Pharmaceuticals) Folder. © 2Aug54 (in notice: 1953); KK98910.

This year a good time will be had by all. Paladac. (Pharmaceuticals) Folder. © 28Dec53 (in notice: 1954); KK98748.

Three palatable approaches to prompt control of cough. Benylin expectorant, Cosanyl, Cosadein. (Pharmaceuticals) Folder. © 7Jan54 (in notice: 1953); KK98750.

Through the years. Abdec drops, Kapseals. (Pharmaceuticals) Folder. © 6Jul54; KK98342.

To maintain nutritional harmony; ABDEC drops, Paladac, ABDEC Kapseals. PD-D-323. (Pharmaceuticals) Folder. © 4Oct54; KK101439.

To meet their varied vitamin needs. ABDEC drops, Paladac, ABDEC Kapseals, a balanced multivitamin formula for every age group. (Pharmaceuticals) Folder. © 20Sep54; KK100837.

To please little palates. Paladac. (Pharmaceuticals) Folder. © 28Jun54 (in notice: 1953); KK98337.

To restore or maintain functional integrity of the liver. Hepa-Desicol. (Pharmaceuticals) Folder. © 18Nov53; KK98332.

Vitamins to fit their formative years. ABDEC drops, Paladac, ABDEC Kapseals. PD-D-322. (Pharmaceuticals) Folder. © 6Dec54; KK102284.

When a good reflex gets troublesome, Benylin expectorant for rapid relief of cough and congestion. ABDEC Kapseals. (Pharmaceuticals) Folder. © 1Feb54 (in notice: 1953); KK98874.

When pollens prevail, Benadryl relieves hay fever symptoms. June 1954 calendar. Blotter. © 28May54; KK98339.

When pollens prevail, Benadryl relieves hay fever symptoms. July 1954 calendar. Blotter. © 14Jun54; KK98341.

When spirits falter and nutrition lags, Amphedase Kapseals. (Pharmaceuticals) Folder. © 10Jun54; KK98343.

When your menopausal patient complains of depression; Theelandrol. PD-D-302. (Pharmaceuticals) Card. © 6Sep54; KK101189.

When your menopausal patient complains of fatigue; Theelandrol. (Pharmaceuticals) Card. © 27Sep54; KK100839.

When your menopausal patient complains of hot flushes; Theelandrol. PD-D-317. (Pharmaceutical) Card. © 9Dec54; KK102288.

When your menopausal patient complains of irritability, depression... Theelandrol. PD-D-316. (Pharmaceutical) Card. © 15Nov54; KK102286.

When your menopausal patient complains of irritability; Theelandrol. (Pharmaceuticals) Card. © 2Aug54; KK99392.

When your menopausal patient complains of vague aches and pains; Theelandrol. (Pharmaceuticals) Card. © 8Oct54; KK101438.

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Art-Tube finger paint. Label. © 25Oct54; KK101108.

Art-Tube finger paint set. Label. © 25Oct54; KK101035.

The Five Wise Birds. (Game) Label. © 2Jul54; KK98217.

The game of Star Reporter. Label. © 7Jul54; KK98203.

Hollywood Go, the game the stars play. Label. © 30Jun54; KK98216.

Little folks picture cards. (Game) Label. © 2Aug54; KK98933.

Mother Goose rhymes game. Label. © 24Aug54; KK99377.

Snap card game. Label. © 24Aug54; KK99376.

Touring; the famous automobile card game. Label. © 1Sep54; KK99596.

PARKER PEN COMPANY. ©

As new and exciting as the first day of school. The new Parker Jotter fountain pen. (In Life, Sept. 6, 1954, p. 63) Appl. author: J. Walter Thompson Co. © 3Sep54; KK100074.

Choose it for Father's Day, June 20th. Dad would be delighted to get Parker's new ball point Jotter. (Fountain pen) (In Chicago daily tribune, June 16, 1954, p. 8) Appl. author: J. Walter Thompson Co. © 16Jun54; KK98905.

A completely new type of ball point [fountain pen] You'll like it so much when you've tried it yourself... The Jotter. (In Army times (European ed.), Sept. 28, 1954, p. 17) Appl. author: J. Walter Thompson Co. © 28Sep54; KK100718.

For school, for business, for home, Parker's new Jotter fountain pen. (In Daily mirror, New York, Sept. 9, 1954, p. 33) Appl. author: J. Walter Thompson Co. © 9Sep54; KK100720.

For school, for home or office, it's the best value in writing. New Parker 21 [fountain] pen with exclusive new Electro-polished point. (In New York world-telegram and sun, Sept. 8, 1954, p. 19) Appl. author: J. Walter Thompson Co. © 8Sep54; KK100721.

For school, for work, for home, Parker's new ball point [fountain pen] The Jotter. (In New York world-telegram and sun, Sept. 13, 1954, p. 6) Appl. author: J. Walter Thompson Co. © 13Sep54; KK100719.

Here in the world's most beautiful hands, the world's most beautiful ball point [fountain] pen. Park-

er's new Jotter custom. (In Life, Oct. 11, 1954, p. 67) Appl. author: J. Walter Thompson Co. © 8Oct54; KK100715.

Holds ink for a full school term. Choice of 4 point sizes too. The new Parker Jotter fountain pen. (In Daily news, New York, Sept. 7, 1954, p. 43) Appl. author: J. Walter Thompson Co. © 7Sep54; KK100722.

How to say merry Christmas every day for years. (Fountain pen) (In Sales management, Sept. 10, 1954, p. 57) Appl. author: J. Walter Thompson Co. © 10Sep54; KK100073.

Introducing the newest Parker 51 [fountain pen] The Parker 51 Jotter. (In Armed Forces management, Nov. 1954, p. 3 of cover) Appl. author: J. Walter Thompson Co. © 1Nov54; KK101670.

Just in time to help you celebrate your 50th year. Parker's newest baby, the ball point Jotter [fountain pen] (In Office appliances, June 1954, p. 297) Appl. author: J. Walter Thompson Co. © 25May54; KK100072.

Just in time to help you celebrate your 50th year. Parker's newest baby, the ball point Jotter [fountain pen] (In the National stationer, Apr. 1954, p. 119) Appl. author: J. Walter Thompson Co. © 10Apr54; KK100206.

The moment you change you feel the difference. The new Electro-polished Parker 51 [fountain] pen. A startling thing has happened to the pen point. (In the Saturday evening post, Sept. 4, 1954, p. 2 of cover) Appl. author: J. Walter Thompson Co. © 31Aug54; KK99602.

The moment you change you feel the difference. The new Electro-polished Parker 51 [fountain] pen. Too bad you can't just happen to have a magnifying glass... (In the Saturday evening post, Aug. 7, 1954, p. 2 of cover) Appl. author: J. Walter Thompson Co. © 3Aug54; KK99276.

No other [fountain] pen gives you so much. The all-new Parker 51. (In Navy times, Aug. 31, 1954, p. 14) Appl. author: J. Walter Thompson Co. © 31Aug54; KK100204.

What's new? Everything at Parker. (Fountain pens) (In Stores, Apr. 1954, p. 43) Appl. author: J. Walter Thompson Co. © 1Apr54; KK101674.

World's smoothest gift. The new Electro-polished Parker 51 [fountain pen] writes measurably smoother... (In Life, Oct. 25, 1954, p. 160) Appl. author: J. Walter Thompson Co. © 22Oct54; KK101669.

PARKS, GUS H. ©

Smith-Corona Skyriter portable typewriter, the lightweight traveler. 8 p. © 21Dec53; KK98854.

PARSONS PAPER COMPANY. ©

For distinguished stationery, insist on Parsons Heritage Bond, says King Cotton. (In Fortune, Aug. 1954, p. 118) Appl. author: Wilson, Haight, Welch & Grover, inc. © 1Aug54; KK98966.

PASCHAL, D. F. ©

These glasses don't do anything for me, but look what they can do for you. Warwick desk calendar no. 196. Folder. © 1Nov54; KK102570.

PASCHALL LABORATORIES, INC. ©

For your protection, all health items in this store... (Pharma-

ceuticals) Label. Appl. author: Lawrence H. Murphy. © 15Aug54; KK99484.

PATENT SCAFFOLDING COMPANY, INC. © Gold Medal and Trouble Saver scaffolds for mechanized handling of masonry materials. Bulletin G207. Folder. Appl. author: Oscar H. Junggren. © 15Nov54; KK101543.

Invest in safety and economy. Gold Medal ladders. Catalog L-71-R. 23 p. Appl. author: Oscar H. Junggren. © 20Oct54; KK101140.

Modern [steel] shoring for concrete construction. Bulletin PSS-33. 7 p. Appl. author: Oscar H. Junggren. © 3Sep54; KK99701.

PS scaffolding methods. Sept. 1954. Folder. Appl. author: Glenn Jordan-Stoetzel, inc. © 1Sep54; KK99646.

Safety aluminum ladders. Bulletin L76-R. Sheet. Appl. author: O. H. Junggren. © 15Jul54; KK98435.

PAUL, LAURENCE P. © Charades, for the life of your party. (Game) Card. © 19Jul54; KK102699.

PAULSON (W. J.) COMPANY. Go ahead and shoot. (Sports cartoons, Mark XIV) (Newspaper ads) Pamphlet. © William Joel Paulson, d.b.a. W. J. Paulson Co.; 10Oct54; KK100825.

PAULSON, WILLIAM JOEL, d.b.a. W. J. PAULSON COMPANY. SEE Paulson (W. J.) Company.

PAULSON-GERLACH AND ASSOCIATES, INC. © How top management can measure an [advertising] agency's capacity. (In the Torch, June 1954, p. 95) © 18Jun54; KK97831.

PEARSON-FERGUSON CHEMICAL COMPANY, INC. © Patterson's mechanical live stock oiler concentrate. Contents 1 gallon. Label. © 13Sep54; KK101140.

PEDI-PAK PRODUCTS, INC. © Foot beauty in minutes. The Pedi-Bar is designed to prevent polish smear. Card. Appl. author: Patricia Reid. © 10Nov54; KK102237.

PEKAO TRADING CORPORATION. © Paczki do Polski; parcels to Poland. (Gift parcels of textiles, foods, furniture & other items) Pamphlet. © 24Aug54; KK99353.

Parcels to Poland; Paczki do Polski. (Gift parcels) Poster. © 12Sep54; KK100201.

PELTON'S SPUDNUTS, INC. © In the box, in the bag, more and more you hear, give me a dozen Spudnuts please. (Food product) (In the Saturday evening post, July 17, 1954, p. 64) Appl. author: Bill A. Skaggs. © 17Jul54; KK101082.

A peek at a quick breakfast. Spudnuts and coffee. (Food product) (In the Saturday evening post, Sept. 18, 1954, p. 89) Appl. author: Bill A. Skaggs. © 18Sep54; KK101081.

Spudnuts, fresh, good with coffee, with milk. (Food product) (In the Saturday evening post, Mar. 30, 1954, p. 3) Appl. author: Bill A. Skaggs. © 20Mar54; KK101079.

Spudnuts, here's the final touch that makes 'em better than just good. (Food product) (In the

Saturday evening post, May 22, 1954, p. 122) Appl. author: Bill A. Skaggs. © 22May54; KK101080.

PENICK AND FORD, LTD., INC. © My-T-Fine pudding. Butterscotch flavor. Net wt. 3 5/8 oz. Label. © 15Jun54; KK102150.

My-T-Fine pudding. Chocolate flavor. Net wt. 3 5/8 oz. Label. © 18Oct54; KK102149.

My-T-Fine pudding. Nut chocolate flavor. Net wt. 3 5/8 oz. Label. © 15Jun54; KK102151.

My-T-Fine pudding. Vanilla flavor. Net wt. 3 5/8 oz. Label. © 15Jun54; KK102152.

PENN FRUIT COMPANY, INC. © All meat and no waste makes Jack a full boy. (In the Evening bulletin, Philadelphia, Dec. 15, 1954, p. 27) © 15Dec54; KK102531.

I like to buy my meats with my eyes open, that's why I always buy my meats at Penn Fruit. (In the Evening bulletin, Philadelphia, Oct. 20, 1954, p. 27) © 20Oct54; KK101827.

No matter what your taste, you get the tastiest meats at Penn Fruit. (In the Evening bulletin, Philadelphia, Nov. 3, 1954, p. 27) © 3Nov54; KK101829.

Penn Fruit meats are fresher by far, because they're constantly cut, constantly wrapped, right at the store. (In the Evening bulletin, Philadelphia, Nov. 10, 1954, p. 17) © 10Nov54; KK101828.

Say, Penn Fruit, just what do you mean by your money-back guarantee on meats? (In the Evening bulletin, Philadelphia, Oct. 27, 1954, p. 31) © 27Oct54; KK101826.

Steady growth. You know how the young ones sprout up like string beans in the summer sun ... (In the Evening bulletin, Philadelphia, Oct. 13, 1954, p. 31) © 13Oct54; KK101830.

You needn't be an expert to buy meats at Penn Fruit. (In the Evening bulletin, Philadelphia, Dec. 8, 1954, p. 29) © 8Dec54; KK102429.

PENNSYLVANIA SALT MANUFACTURING COMPANY. ©

Lewis American lye. Net wt. 13 oz. Label. Appl. author: Paul C. Hurley, Jr. © 20Nov51; KK100809.

Lewis Dixie lye. Net wt. 13 oz. Label. Appl. author: Paul C. Hurley, Jr. © 20Nov51; KK100814.

Lewis Saponifier lye. Net wt. 13 oz. Label. Appl. author: Paul C. Hurley, Jr. © 20Nov51; KK100408.

PENNZOIL COMPANY. ©

Announcing greatest development in motor oil history. Pennzoil, the Tough Film motor oil. (In Holiday) Appl. author: A. Schneider. © 16Jul54; KK98985.

Change for more power. Pennzoil, the Tough Film motor oil. (In the American Legion magazine, Oct. 1954, p. 5) Appl. author: A. Schneider. © 10Oct54; KK100451.

No wonder your customers stay satisfied. Pennzoil, the Tough-Film motor oil. (In Automotive news, Oct. 11, 1954, p. 9) Appl. author: A. Schneider. © 11Oct54; KK100808.

Nothing like it for permanent profits. Pennzoil, the Tough-Film motor oil. (In Ford dealer news, June 25, 1954, p. 29) Appl. author: A. Schneider. © 15Jun54; KK98983.

Now, the most profit-happy combination in the automotive service field. Pennzoil, the Tough-Film motor oil. (In NADA, June 1954, p. 39) Appl. author: A. Schneider. © 1Jun54; KK98984.

Pennzoil Z-7 unlocks horsepower. Pennzoil, the Tough-Film motor oil. (In the Saturday evening post, Aug. 21, 1954, p. 101) Appl. author: A. Schneider. © 18Aug54; KK100650.

Proof, new Pennzoil with Z-7 unlocks horsepower coast-to-coast. Pennzoil, the Tough-Film motor oil. (In the Saturday evening post, Sept. 18, 1954, p. 126) Appl. author: A. Schneider. © 15Sep54; KK100091.

Proof, not claims; Pennzoil Z-7 unlocks horsepower. Pennzoil, the Tough-Film motor oil. Assure satisfied customers ... (In Automotive news, Nov. 8, 1954, p. 23) Appl. author: A. Schneider. © 8Nov54; KK101489.

Proof, not claims; Pennzoil Z-7 unlocks horsepower. Pennzoil, the Tough-Film motor oil. Get a Pennzoil with Z-7 change-over. (In the Saturday evening post, Oct. 23, 1954, p. 13) Appl. author: A. Schneider. © 20Oct54; KK101227.

Unlocks horsepower in winter too. Pennzoil Z-7. Pennzoil, the Tough-Film motor oil. (In the Saturday evening post, Nov. 20, 1954, p. 127) Appl. author: A. Schneider. © 17Nov54; KK101677.

PEOPLES DRUG STORES, INC. ©

Peoples capsules. It had its comic, as well as its tragic side. (In the Evening star, Washington, D. C., Oct. 19, 1954, p. A-3) Appl. author: N. W. Ayer & Son, inc. © 19Oct54; KK101736.

Peoples capsules. No, nay, nix. (In the Evening star, Washington, D. C., Oct. 5, 1954, p. A-5) Appl. author: N. W. Ayer & Son, inc. © 5Oct54; KK101734.

Peoples capsules. Read the label. (In the Evening star, Washington, D. C., Nov. 2, 1954, p. A-5) Appl. author: N. W. Ayer & Son, inc. © 2Nov54; KK101739.

Peoples capsules. Scene, most any back yard. (In the Evening star, Washington, D. C., Nov. 9, 1954, p. A-5) Appl. author: N. W. Ayer & Son, inc. © 9Nov54; KK101738.

Peoples capsules. We doubt that well-worn adage ... (In the Evening star, Washington, D. C., Oct. 12, 1954, p. A-5) Appl. author: N. W. Ayer & Son, inc. © 12Oct54; KK101735.

Peoples capsules. You would be astonished, no doubt ... (In the Evening star, Washington, D. C., Oct. 26, 1954, p. A-5) Appl. author: N. W. Ayer & Son, inc. © 26Oct54; KK101737.

Thanks to modern medicine, his game gets a shot in the arm. Certified prescriptions. (In the Washington star pictorial magazine, July 11, 1954, p. 5) Appl. author: Henry J. Kaufman & Associates. © 11Jul54; KK99028.

Thanks to modern medicine, the more he trims off, the better trim he's in. Certified prescriptions. (In the Washington star pictorial magazine, Washington, D. C., Aug. 8, 1954, p. 5) Appl. author: Henry J. Kaufman & Associates. © 8Aug54; KK99027.

PEOPLES DRUG STORES, INC. Cont'd.

Thanks to modern medicine, they're talking over new times. Certified prescriptions. (In the Washington star pictorial magazine, Washington, D. C., June 13, 1954, p. 7) Appl. author: Henry J. Kaufman & Associates. © 13Jun54; KK99026.

PEP-PA-MIN-IT COMPANY OF BALTIMORE.

Pep-Pa-Min-It relieves indigestion in a minute. (Pharmaceutical) Label. © Herbert A. Schloss, t.a. Pep-Pa-Min-It Co. of Baltimore; 15Jul54; KK98253.

PEPPER (JAMES E.) AND COMPANY, INC. ©

You don't know bourbon if you don't know this. Kentucky straight bourbon whiskey. (In Time, Apr. 20, 1953, p. 48) Appl. author: William H. Weintraub & Co., inc. © 20Apr53; KK98507.

PEQUOT MILLS.

Pequot bedmaking chart. How to make a bed, pictured step by step. (Sheets) Poster. Appl. author: Charles Frederick Allen. © Naumkeag Steam Cotton Co., d.b.a. Pequot Mills; 24Nov54; KK102425.

PERFECT FOODS, INC. ©

Snaxzels cheese flavored Kornells. Net wt. 4 1/2 oz. Label. © 19Jul54; KK98595.

Snaxzels thin pretzels. Net wt. 2 oz. Label. © 30Jun54; KK98770.
Tritzels extra thin pretzels. 12 oz. net wt. Label. © 30Aug54; KK99535.

PERKINS PRODUCTS COMPANY. ©

Kool-Aid, 5¢ package makes two quarts. [Baseball scene] (Soft drink) (In Life, July 12, 1954, p. 92) Appl. author: Mrs. Peter Brandness. © 9Jul54; KK99205.

Kool-Aid, 5¢ package makes two quarts. c5¢ figure on large pitcher; mother & 3 children (Soft drink) (In Ebony, July 1954, p. 5) Appl. author: Mrs. Peter Brandness. © 9Jul54; KK98528.

Kool-Aid, 5¢ package makes two quarts. [5¢ mark on large pitcher of Kool-Aid] (Soft drink) (In Puck, the comic weekly (New York journal-American), May 23, 1954, p. 5) Appl. author: Mrs. Peter Brandness. © 23May54; KK97987.

Kool-Aid, 5¢ package makes two quarts. [Gardener scene] (Soft drink) (In Life, Aug. 16, 1954, p. 62) Appl. author: Mrs. Peter Brandness. © 13Aug54; KK99203.

Kool-Aid, 5¢ package makes two quarts. cHeart & arrow on large pitcher of Kool-Aid; grape flavor; comic strip (Soft drink) (In Puck, the comic weekly (New York journal-American), June 6, 1954, p. 3) Appl. author: Mrs. Peter Brandness. © 6Jun54; KK97988.

Kool-Aid, 5¢ package makes two quarts. [Heart & arrow on large pitcher of Kool-Aid; orange flavor] (Soft drink) (In Country gentleman, Aug. 1954, p. 85) Appl. author: Mrs. Peter Brandness. © 27Jul54; KK99897.

Kool-Aid, 5¢ package makes two quarts. [Picnic scene] (Soft drink) (In Life, June 28, 1954, p. 92) Appl. author: Mrs. Peter Brandness. © 25Jun54; KK99204.

Kool-Aid, 5¢ package makes two quarts. [Smiling face on large pitcher of Kool-Aid; grape flavor] (Soft drink) (In Country gentleman, July 1954, p. 85) Appl. au-

thor: Mrs. Peter Brandness.

© 29Jun54; KK99896.

Kool-Aid, 5¢ package makes two quarts. cSmiling face on large pitcher of Kool-Aid; orange flavor; comic strip (Soft drink) (In Puck, the comic weekly (New York journal-American), June 27, 1954, p. 2) Appl. author: Mrs. Peter Brandness. © 27Jun54; KK97986.

37 delightful salads and other delicious dishes, for use with Good Seasons, the original salad dressing mixes. 35 p. Appl. author: Robert Kreis for the Perkins Products Co. © 15Oct54; KK102010.

PERMA-STONE COMPANY. ©

Ageless beauty, a wonderful way to modernize, permanently. Form MPC-3. (Cement facing) Card. Appl. author: J. E. Bateson. © 15Jul54; KK98593.

Low cost decorative trims, smart, distinctive beauty for old or new homes. Form MP-6. (Cement facing) Folder. Appl. author: J. E. Bateson. © 15Sep54; KK101311.

Modernizing magic, ageless, low-cost beauty for old or new homes. Form B-2B. (Cement facing) 13 p. Appl. author: J. E. Bateson. © 20Sep54; KK101310.

PERRY, ALBERT WILLIAM. ©

Holiday greetings. Design-X. (Greeting cards) Card. © 21Sep54; KK100698.

Season's greetings. Watercolor W53. Text T53. (Whiskey) Greeting card. © 30Aug54; KK100504.

PERSONAL PRODUCTS CORPORATION. ©

Growing up and liking it. (Sanitary belts & napkins & Tampons) 28 p. © 1Jun54; KK97927.

PET DAIRY PRODUCTS COMPANY. ©

We like Pet. No. 2-MI-54-PDG. (Ice cream & milk) Poster. © 20Jul54; KK98951.

PETBURGER PRODUCTS.

Liver Treat cat food. 1 lb. net weight. Label. © Jacob Nais-tadt, d.b.a. Petburger Products; 23Mar54 (in notice: 1953); KK97960.

PETERS, JOSEPH JAMES. ©

How to have fun with wire. Do it yourself [decorating] Folder. © 11Oct54; KK101446.

PETERSEN, BUNNY. SEE Petersen, Sig.

PETERSEN, SIG.

Cafe Sunshine special [salad] dressing. One full pint. Label. © Sig & Bunny Petersen; 21Sep54; KK101122.

PETRO MOORE MANUFACTURING CORPORATION. ©

Save time, save space, save money. Petro Moore folding legs. Folder. © 5Nov54; KK101905.

PEVSNER, LEO, d.b.a. AMES-BARRY COMPANY. SEE Ames-Barry Company.

PFIZER (CHARLES) AND COMPANY, INC. ©

Concentrated sales power in this top promotion twosome. Terramycin [and] Cortril. [Code no.] AH-1300-7-4-9M. (Pharmaceuticals) Catalog sheet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, division of Chas. Pfizer & Co., inc.; 7Jul54; KK99249.

Dramatic logical in bronchial asthma. Cortril. [Code no.] H1288-7-4-155M. (Pharmaceuticals) Self-mailer. Appl. author: Paul Klemtner & Co., inc. © Pfizer

Laboratories, division of Chas. Pfizer & Co., inc.; 24Jun54; KK99248.

Dramatic logical in hay fever. Cortril tablets. [Code no.] H1289-8-4-155M. (Pharmaceuticals) Mailing card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, division of Chas. Pfizer & Co., inc.; 8Sep54; KK99850.

Dramatic logical in rheumatoid arthritis. Cortril. [Code no.] H1290-6-4-155M. (Pharmaceuticals) Self-mailer. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, division of Chas. Pfizer & Co., inc.; 24Jun54; KK99247.

Dramatic logical in rheumatoid arthritis. Cortril tablets. [Code no.] H1291-7-4-155M. (Pharmaceuticals) Mailing card. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, division of Chas. Pfizer & Co., inc.; 8Sep54; KK99849.

Dual therapy for inflammatory infectious conditions. Terra-Cortril ophthalmic suspension. [Code no.] H1281-10-4-155M. (Pharmaceuticals) [Insert] Folder. Appl. author: Paul Klemtner & Co., inc. © 26Oct54; KK101239.

Even in severe dermatoses. Dramatic Cortril topical ointment. [Code no.] H1282-10-4-155M. (Pharmaceuticals) [Insert] Folder. Appl. author: Paul Klemtner & Co., inc. © 26Oct54; KK101245.

For nasal patency in minutes for hours. New Tyzine. [Code no.] N-1974-11-4-90M. (Pharmaceuticals) Post card. Appl. author: Paul Klemtner & Co., inc. © 2Dec54; KK102442.

For the fire and the pestilence of common dermatoses. Prompt action against infection. Cortril. [Code no.] H-1311-8-4-160M. (Pharmaceuticals) Self-mailer. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, division of Chas. Pfizer & Co., inc.; 9Aug54; KK99848.

For the fire and the pestilence of common dermatoses. Protection against superimposed secondary infection. Cortril. [Code no.] H-1310-8-4-160M. (Pharmaceuticals) Self-mailer. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, division of Chas. Pfizer & Co., inc.; 9Aug54; KK99847.

It's like money in the bank. New Tyzine. Code no. N-1953. (Pharmaceuticals) [Overwrap] Folder. Appl. author: Paul Klemtner & Co., inc. © 8Oct54; KK101242.

Nasal patency in minutes for hours. New Tyzine. [Code no.] N-1975-11-4-90M. (Pharmaceuticals) Post card. Appl. author: Paul Klemtner & Co., inc. © 8Dec54; KK102443.

New, exclusive combined anti-inflammatory, anti-infective therapy. Cortril topical ointment with Terramycin hydrochloride. [Code no.] H1301-7-4-8M. (Pharmaceuticals) Catalog sheet. Appl. author: Paul Klemtner & Co., inc. © Pfizer Laboratories, division of Chas. Pfizer & Co., inc.; 13Jul54; KK99250.

New molecule comfort. New Tyzine, new standard for nasal decongestion. cCode no. N 1957-9-4-60M. (Pharmaceuticals) Blotter. Appl. author: Paul Klemtner & Co., inc. © 18Oct54; KK101244.

- New standard for nasal decongestion; Tyzine. A custom-built molecule for nasal decongestion. [Code no.] N-1950-10-4-220M. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © 190ct54; KK101238.
- New standard for nasal decongestion; Tyzine. The custom-built molecule for uncomplicated nasal decongestion. [Code no.] N-1952-10-4-87M. (Pharmaceuticals) Pamphlet. Appl. author: Paul Klemtner & Co., inc. © 180ct54; KK101243.
- On the nose. It's Tyzine. [Code no.] N1956-9-4-10M. (Pharmaceuticals) Catalog sheet. Appl. author: Paul Klemtner & Co., inc. © 180ct54; KK101240.
- Terramycin in today's dentistry. Folder. Appl. author: William Douglas McAdams, inc. © 6Mar54; KK98477.
- Terramycin, proved spectrum, proved efficacy, proved tolerance. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 8Mar54; KK98213.
- Tyzine. Description: Tyzine is a new pressor amine with a potent topical vasoconstrictor action ... [Code no.] N-1958-10-4-100M. File card. Appl. author: Paul Klemtner & Co., inc. © 180ct54; KK101241.
- Unsurpassed dual action. Terra-Cortril. [Code no.] H1332-11-4-161M. (Pharmaceuticals) Self-mailer. Appl. author: Paul Klemtner & Co., inc. © 8Nov54; KK102441.
- Watch Pfizer's promotion on motion. Bonamine. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 17May54; KK99186.
- Whether infection or inflammation is primary or secondary ... Terra-Cortril. [Code no.] H-1334-11-4-161M. (Pharmaceuticals) Post card. Appl. author: Paul Klemtner & Co., inc. © 15Nov54; KK102440.
- PFIZER LABORATORIES, division of CHARLES PFIZER AND COMPANY, INC. SEE Pfizer (Charles) and Company, inc.
- PHILADELPHIA BRIEF CASE COMPANY. Samplegram. Enclosed sample is our newly-developed vari-handle ... (Luggage handles) Sheet. Appl. author: William Finkelstein. © William Finkelstein, Joseph Finkelstein & Leonard Kalker, t.a. Philadelphia Brief Case Co.; 10ct54; KK101197.
- PHILLIPS, ALFRED EARL, d.b.a. DEE DEE ENTERPRISES. SEE Dee Dee Enterprises.
- PHILLIPS, ALFRED N. © Good luck tray. (Serving trays & tables) Sheet. © 15Sep54; KK101539.
- PHOTO PRODUCTS. © Wherever you are make a personal call by mail. Your favorite photo on miniature portraits. [Andrew E. Gould, art director] Sheet. © 15Jun54; KK98853.
- PHOTOGRAPHIC TRADE NEWS. © You get what you pay for. Sheet. © 15Sep54; KK101709.
- PICTSWEET FOODS, INC. © Pictsweet fancy quality [frozen] red raspberries. 15 ozs. net weight. Label. © 13Aug54; KK100420.
- Pictsweet fancy quality sliced [frozen] strawberries. 15 ozs. net weight. Label. © 13Aug54; KK100419.
- Pictsweet frozen fresh butter beans. Net wt. 10 oz. Label. © 6Apr54; KK98244.
- Pictsweet frozen fresh cut wax beans. Net wt. 9 oz. Label. © 29Aug54; KK100421.
- Pictsweet frozen raspberry topping. Net weight 8 oz. Label. © 8Apr54; KK98242.
- Pictsweet frozen strawberry topping. Net weight 8 oz. Label. © 8Apr54; KK98243.
- PIED PIPER PETS. © Trixy, the white mouse puppet. Envelope. Appl. author: William Hodes. © 5Nov54; KK102681.
- PIEL BROTHERS. © Piel's is the beer for me, dry as a beer can be. (In New York news, June 6, 1954, p. 4) Appl. author: Young & Rubicam, inc. © 6Jun54; KK99966.
- Recipe for enjoyment. Take a juicy broiled frankfurter ... Piel's light beer. (In New York news, June 27, 1954, p. 4) Appl. author: Young & Rubicam, inc. © 27Jun54; KK99968.
- Recipe for enjoyment. Take a tender, juicy hamburger ... Piel's light beer. (In New York news, June 20, 1954, p. 4) Appl. author: Young & Rubicam, inc. © 20Jun54; KK99967.
- PIERRE'S ENTERPRISES. © Pierre's original Merge-Coat [paint coating] Ground color. One pint U. S. measure. Label. Appl. author: Paul Pastoret. © 23Sep54; KK100156.
- Pierre's original Miracle-Blonde, no run-no sag [paint coating] One pint U. S. measure. Label. Appl. author: Paul Pastoret. © 23Sep54; KK100155.
- Pierre's self polishing Marvel-Coat varnish. One pint U. S. measure. Label. Appl. author: Paul Pastoret. © 23Sep54; KK100175.
- PIETIG, ALVIN B. © Kloseshute basket. Keeps soiled clothes off the basement floor. Sheet. © 1May54; KK101465.
- PIFER, ALBERT D. © The dawn of a new day for all home gardeners. Vitaloam. 70 ozs. net wt. (Soil rejuvenator & conditioner) Label. © 22Nov54; KK101868.
- PIGGLY WIGGLY CORPORATION. © 100 % pure Plymouth instant coffee. Net wt. 4 ozs. Label. Appl. author: Hugh W. Lester, Jr. © 3Aug54; KK99894.
- PILLSBURY MILLS, INC. © Ballard Obelisk plain enriched flour. 2 pounds net weight. Label. © 2Aug54; KK98990.
- Ballard Obelisk self-rising flour. 2 pounds net weight. Label. © 2Aug54; KK98989.
- Feedlot feeding with Pillsbury. Pillsbury's Best Feedlot beef supplement. Folder. © 7Jun54; KK97841.
- 101 facts about cages. (Chicken feed) 31 p. © 1Jul54; KK99091.
- Pillsbury Best XXXX buckwheat mix. Now with buttermilk. Net wt. 1 lb. Label. © 2Aug54; KK98888.
- Pillsbury Best XXXX crunchy peanut cookie mix. 13 oz. net wt. Label. © 18Jun54; KK97840.
- Pillsbury Best XXXX pancake mix. Now with buttermilk. Net wt. 1 lb. Label. © 2Aug54; KK98887.
- PITNEY-BOWES, INC. © Postal rates and information, as of November 1, 1953. (Mailing scales) Folder. Appl. author: William E. Smith. © 25Jun54; KK97962.
- PITTSBURGH HAT AND CAP COMPANY. © Harvard sports headwear. Label. © 15Jan54; KK98644.
- PITTSBURGH PAINT PRODUCTS DIVISION OF TOBIAS PAINT MANUFACTURING COMPANY. SEE Tobias Paint Manufacturing Company.
- PITTSBURGH PLATE GLASS COMPANY. © Design of the month. Folder. July 1954. © 23Jun54; KK97917.
- Aug. 1954. © 19Jul54; KK98591.
- Sept. 1954. © 13Aug54; KK99388.
- Oct. 1954. © 1Sep54; KK99673.
- Nov. 1954. © 10ct54; KK100538.
- Dec. 1954. © 8Nov54; KK101582.
- PLANT SHINE COMPANY. © The story of Schultz-instant Plant Shine. (Plant lusterizer) Folder. Appl. author: A. Y. Schultz. © 1Sep54 (in notice: 1953); KK101249.
- PLASTONE COMPANY, INC. © It's here, the new miracle auto polish that's sweeping the country. Turtle wax. (In Life, May 11, p. 141) © 11May53; KK98128.
- Now, meet the amazing Turtle wax family. Turtle wax auto polish, Turtle wax furniture polish, Tommy Turtle bicycle polish. (In Popular science, May 1954, p. 36) © 1May54; KK99226.
- Now, Turtle wax, the world's finest auto polish, contains the amazing new miracle polishing ingredient, Brillium. (In Herald register, Grinnell, Iowa, Oct. 25, 1954, p. 4) © 25Oct54; KK101159.
- PLATT AND MUNK COMPANY, INC. © Playtime pushouts. Four books. No. 301. [Roger Vernam, artist] Label. © 6Jun54; KK98523.
- Puz'l Lotto; animals. Four inlaid puzzles. No. 147 B. Label. Artists for puzzles: Rachel Taft Dixon & Marjorie Hartwell. Artist for lettering on box: George L. Carlson. © 4Oct54; KK101715.
- Puz'l Lotto; objects. Four inlaid puzzles. No. 147 A. Label. Artists for puzzles: Rachel Taft Dixon & Marjorie Hartwell. Artists for lettering on box: George L. Carlson. © 4Oct54; KK101717.
- Puz'l Lotto; things that go. Four inlaid puzzles. No. 147 C. Label. Artists for puzzles: Rachel Taft Dixon & Marjorie Hartwell. Artist for lettering on box: George L. Carlson. © 4Oct54; KK101716.
- Round the world library. 16 colorful books. No. 3334. [George Carlson, artist] Label. © 6Jun54; KK98522.
- PLAUT AND LEDERMAN. New, do it yourself. It's easier, quicker with handee [steel portable] legs. Label. Appl. author: Harvey S. Lederman. © Harvey S. Lederman & George Lederman, d.b.a. Plaut & Lederman; 23Aug54; KK99785.
- PLITT (G. F.) AND SON. © Perfectly balanced pale dry ginger ale. 32 fl. ozs. (Soft drink) Label. © 1May54; KK97806.
- PLUMB SHOP. Kitchen sink supply pipes, 30 inches to floor. Part no. PS 8. Label. © Robert M. Zell, d.b.a. Plumb Shop; 10ct54; KK102622.

PLUMB SHOP. Cont'd.

Kitchen sink supply pipes, 20 inches to wall. Part no. PS 7. Label. © Robert M. Zell, d.b.a. Plumb Shop; 10Oct54; KK102621.

Kitchen sink supply, 12" to wall. Part no. PS 6. Label. © Robert M. Zell, d.b.a. Plumb Shop; 10Oct54; KK102620.

Toilet supply, 12" to wall. Part no. PS 4. Label. © Robert M. Zell, d.b.a. Plumb Shop; 10Oct54; KK102616.

Wash basin supply pipes, 30 inches to floor. Part no. PS 3. Label. © Robert M. Zell, d.b.a. Plumb Shop; 10Oct54; KK102617.

Wash basin supply pipes, 20 inches to wall. Part no. PS 2. Label. © Robert M. Zell, d.b.a. Plumb Shop; 10Oct54; KK102618.

Wash basin supply, 12" to wall. Part no. PS 1. Label. © Robert M. Zell, d.b.a. Plumb Shop; 10Oct54; KK102619.

POLLOCK PAPER CORPORATION. ©

Home Pac Neapolitan ice cream. Three flavor. Design no. 400. Contents one half gallon liquid. Label. Appl. author: Lawrence S. Pollock. © 16Nov54; KK102539.

PONTIAC ENGRAVING AND ELECTROTYPE COMPANY. ©

Spout sealed Pure-Pak, your personal [paper] milk container. Design OA, RA, QA, PA, B-5858. Label. © 16Apr54; KK97835.

PORCELAIN ENAMEL INSTITUTE. ©

Genuine ... acid-resisting porcelain enamel. Label. Appl. author: John C. Oliver. © 1Jul53; KK98724.

PORCELENE, INC., sole owner, ADRIENNE'S. SEE Adrienne's.

PORTABLE ALUMINUM IRRIGATION COMPANY.

Orange facts. Folder. © W. C. Kinney, d.b.a. Portable Aluminum Irrigation Co.; 25May54; KK102019.

Vita Green Farms oranges. [Packing box] Label. © W. C. Kinney, d.b.a. Portable Aluminum Irrigation Co.; 17May54; KK102020.

Vita Green perfection, mineralized Valencia oranges. Label. © W. C. Kinney, d.b.a. Portable Aluminum Irrigation Co.; 3Jun54; KK100995.

Waste or profit? (In the Southern California rancher) © W. C. Kinney, d.b.a. Portable Aluminum Irrigation Co.; 1Jun54; KK102018.

PORTO RICO PALE DRY COMPANY. ©

Porto Rico dietetic beverage Cola, Concord de-lite, root beer, black cherry wishniak, pale dry ginger ale. Labels. Appl. author: Morris J. Cohen. © 3Sep54; KK100467.

POST-HALL SYNDICATE, INC. ©

Dennis the menace, by Hank Ketcham [pseud. of] Henry King Ketcham. Oof, bangity bang, yippee. Cream of Wheat [breakfast food] (In the Saturday evening post, Dec. 4, 1954, p. 66) © 30Nov54; KK102431.

POTASH, MELVIN. ©

White Sox 1954 baseball schedule. Quality meats & vegetables. Card. © 1May54; KK98030.

PREIS (H. P.) ENGRAVING MACHINE COMPANY. ©

Anyone can hand engrave with the models UM-T and CNP Preis-Panto engravers. Folder. Appl. author: Martin H. Preis. © 8Oct54; KK101443.

PRESSED STEEL CAR COMPANY, INC. ©

A Solar exclusive. Controlled Expansion [milk container] (In Hoard's dairyman, Aug. 25, 1954, p. 741) © 25Aug54; KK101000.

PRICE BATTERY CORPORATION. ©

What you should know about inferior batteries. Duke battery sales booster. Bulletin no. 5. Folder. © 31Aug54; KK101650.

Winter sales campaign. Bulletin no. 6. Folder. © 24Nov54; KK102566.

PRIDE MODELS.

1/4 scale miniature snowshoe kit.

[Sales brochure] Folder.

© Stanley Stearns, owner, Pride Models; 14Aug54; KK99397.

PRINCE AND WIEWORA, INC. ©

Jonnie-O Oroville District apples. Contents one volume bushel. Label. Appl. author: John Wiewora. © 4Oct54; KK100302.

Little Jonnie-O Washington State apples. Contents one volume bushel. Label. Appl. author: John Wiewora. © 4Oct54; KK100303.

PRINT-A-PRODUCT. ©

Trobels? Wurys? Blow your worries and troubles into this Trobel en Wury bag. Appl. author: Eugene M. Mayer. © 16Jul54; KK98273.

PRO-CAPA PRODUCTS, INC. ©

Pro-Shave with lanolin and GG2. Fabulous brushless shaving cream. 11 oz. Label. Appl. author: Michael Trapani. © 15Oct54; KK101706.

PROCTER AND GAMBLE COMPANY. ©

Everybody says, she takes after her mother with that lovely curly hair. Lilt home permanents. cDaughter facing mother: (In Herald American, Aug. 22, 1954, p. 23) Appl. author: The Biow Co., inc. © 22Aug54; KK99379.

Everybody says, she takes after her mother with that lovely curly hair. Lilt home permanents. cMother brushing back of daughter's head while daughter looks in mirror: (In Herald American, Aug. 8, 1954, p. 24) Appl. author: The Biow Co., inc. © 8Aug54; KK99122.

15¢ off at your dealer's on one 3-lb. can of Golden Fluffo cshortening: Take this coupon ... (In Anderson daily bulletin, Anderson, Ind., Dec. 9, 1954, p. 29) Appl. author: The Biow Co., inc. © 9Dec54; KK102794.

Here's why leading automatic washer makers asked for this new-type detergent. Dash. (In the Cleveland press, Aug. 25, 1954, p. 46) Appl. author: Compton Advertising, inc. © 25Aug54; KK99681.

Here's why leading automatic washer manufacturers approve Dash. (Detergent) (In the Cleveland press, Sept. 15, 1954, p. 42) Appl. author: Compton Advertising, inc. © 15Sep54; KK100634.

Here's why makers of the Hotpoint automatic washer approve Dash. (Detergent) (In the Cleveland press, Sept. 22, 1954, p. 38) Appl. author: Compton Advertising, inc. © 22Sep54; KK100635.

Here's why makers of the Kelvinator automatic washer approve Dash. (Detergent) (In the Cleveland press, Oct. 19, 1954, p. 35) Appl. author: Compton Advertising, inc. © 19Oct54; KK101944.

Here's why Whirlpool recommends Dash for its wonderful automatic wash-

ers. (Detergent) (In the Cleveland press, Oct. 28, 1954, p. 42) Appl. author: Compton Advertising, inc. © 28Oct54; KK101945.

I love the home permanent mommy gave me. Party Curl, by Lilt. (In the Indianapolis star magazine, Sept. 12, 1954, p. 15) Appl. author: The Biow Co., inc. © 12Sep54; KK100059.

It's here, Procter & Gamble's fabulous new golden shortening. Golden Fluffo. (In News and sun, Springfield, Ohio, June 25, 1954, p. 9) Appl. author: The Biow Co., inc. © 25Jun54; KK98187.

It's here, Procter & Gamble's fabulous new golden-yellow shortening. Golden Fluffo. (In Chronicle, Marion, Ind., Oct. 7, 1954, p. 18) Appl. author: The Biow Co., inc. © 7Oct54; KK102145.

It's new, it's golden, it's Procter & Gamble's sunshine golden Fluffo, the golden shortening. (In News and sun, Springfield, Ohio, June 27, 1954, comic section) Appl. author: The Biow Co., inc. © 27Jun54; KK98188.

Miracle shortening. Fluffo. Country-crisp fried chicken. (In Memphis commercial appeal, Nov. 28, 1954, p. 4) Appl. author: The Biow Co., inc. © 28Nov54; KK102025.

Miracle shortening. Fluffo. Golden Fluffo latticed cherry pie. (In the News-gazette, Champagne-Urbana, Ill., Nov. 11, 1954, p. 19) Appl. author: The Biow Co., inc. © 11Nov54; KK101989.

Miracle shortening. Fluffo. Nature has given unusually appetizing, nourishing richness to foods that are yellow in color. (In Rockford morning star, Rockford, Ill., Nov. 21, 1954, p. 8) Appl. author: The Biow Co., inc. © 21Nov54; KK101987.

Miracle shortening. Fluffo. Nature has given unusually appetizing, nourishing richness to foods with the color yellow. (In Clarion ledger, Jackson, Miss., Nov. 21, 1954, p. 13) Appl. author: The Biow Co., inc. © 21Nov54; KK101988.

Miracle shortening. Golden Fluffo. Redeem your 25¢ coupon now. (In Akron beacon journal, Akron, Ohio, Nov. 11, 1954, p. 32) Appl. author: The Biow Co., inc. © 11Nov54; KK102146.

Miracle shortening. Golden Fluffo company white cake. (In News register, Wheeling, Dec. 12, 1954, p. 12) Appl. author: The Biow Co., inc. © 12Dec54; KK102024.

Miracle shortening. Golden Fluffo latticed cherry pie. (In the Birmingham post-herald, Oct. 28, 1954, p. 16) Appl. author: The Biow Co., inc. © 28Oct54; KK102695.

Miracle shortening. Golden Fluffo spicy apple pie. (In Illinois State journal register, Springfield, Ill., Nov. 21, 1954, p. 9) Appl. author: The Biow Co., inc. © 21Nov54; KK102283.

Miracle shortening. Golden Fluffo sunburst cake. (In Illinois State journal register, Springfield, Ill., Nov. 14, 1954, p. 13) Appl. author: The Biow Co., inc. © 14Nov54; KK102040.

Mommy gave me Lilt's new Party Curl. (Children's home permanent) (In Parents', Aug. 1954, p. 21) Appl. author: The Biow Co., inc. © 1Aug54; KK98996.

Mommy gave me Lilt's new Party Curl. (Children's home permanent) (In the Indianapolis star magazine, Aug. 22, 1954, p. 12) Appl. author: The Biow Co., inc. © 22Aug54; KK99361.

New miracle shortening. Fluffo. Golden beauty apple pie. (In the Terre Haute tribune-star, Oct. 24, 1954, comic section) Appl. author: The Biow Co., inc. © 24Oct54; KK101058.

New miracle shortening. Fluffo. Golden sunshine cake. (In the News-sentinel) Appl. author: The Biow Co., inc. © 16Oct54; KK101056.

New miracle shortening. Golden Fluffo. Company white cake. (In the Muncie star, Nov. 14, 1954, comic section) Appl. author: The Biow Co., inc. © 14Nov54; KK101754.

New miracle shortening. Golden Fluffo. Delicious country-crisp fried chicken. (In Fort Wayne news-sentinel, Oct. 30, 1954, comic section) Appl. author: The Biow Co., inc. © 30Oct54; KK101749.

New miracle shortening. Golden Fluffo. Golden sunshine cake. (In Terre Haute tribune, Terre Haute, Ind., Sept. 23, 1954, p. 15) Appl. author: The Biow Co., inc. © 23Sep54; KK102144.

New, Procter & Gamble's Fluffo, the golden shortening. Chocolate cake. (In the Lima news, Sept. 26, 1954, comic section) Appl. author: The Biow Co., inc. © 26Sep54; KK101057.

New, Procter & Gamble's Fluffo, the golden shortening. Golden cherry pie. (In the Lima news, Sept. 12, 1954, comic section) Appl. author: The Biow Co., inc. © 12Sep54; KK100905.

New, Procter & Gamble's Fluffo, the golden shortening. Golden chicken Mexicana. (In the Dayton daily news, Aug. 22, 1954, comic section) Appl. author: The Biow Co., inc. © 22Aug54; KK99385.

New, Procter & Gamble's golden Fluffo, the golden shortening. Golden apple pie. (In Springfield news-sun, Springfield, Ill., July 11, 1954, p. 4) Appl. author: The Biow Co., inc. © 11Jul54; KK102178.

Procter & Gamble invents Dash, new-type detergent for automatic washers. (In Cleveland plain dealer pictorial magazine, Nov. 14, 1954, p. 40) Appl. author: Compton Advertising, inc. © 14Nov54; KK101946.

Toughest whitening-test proves blue Cheer even better. (Detergent) (In Cleveland plain dealer pictorial magazine, Sept. 12, 1954, p. 60) Appl. author: Young & Rubicam, inc. © 12Sep54; KK102120.

Your Lilt home permanent will look, feel and stay like the loveliest naturally curly hair. (In Seventeen, Nov. 1954, p. 3 of cover) Appl. author: The Biow Co., inc. © 29Oct54; KK101246.

Your new Lilt home permanent will look, feel and stay like the loveliest naturally curly hair. (In Modern screen, Sept. 1954, p. 2 of cover) Appl. author: The Biow Co., inc. © 6Sep54; KK100733.

Zest beauty bar. (Soap) Sheet. © 26Jul54; KK99087.

PRODUCTS OF MERIT COMPANY. ©
Saran household [plastic] bags. 5 re-usable large bags. Label. Appl. author: Harold Meltzer. © 25Aug54; KK102423.

PROFESSIONAL MEDICAL SPECIALTIES. ©
H M C; hydrastis, magnesium, calcium. Net weight 30 gms. (Medicine) Label. Appl. author: Frank A. Griebing. © 21May54; KK100152.

H M C ... the balanced antacid digestant, is indicated for the relief of heartburn ... Label. Appl. author: Frank A. Griebing. © 21May54; KK100153.

PROJECT-A MURAL COMPANY.
Project-A Mural [paint kit] Label. © Merle A. Oleson & Robert J. Wingfield, d.b.a. Project-A Mural Co.; 18Oct54; KK102510.

PROSPERITY COMPANY, INC. ©
The big 3 in shirt finishing. (Laundry machinery) (In the National cleaner & dyer, Oct. 1954, p. 10) Appl. author: Syracuse Advertising. © 15Oct54; KK101104.

The cadillac of synthetic units, Prosperity 7-B. (Laundry machinery) (In American drycleaner, Oct. 1954, p. 148-149) Appl. author: Syracuse Advertising. © 15Oct54; KK100935.

Check these improvements in the automatic, fast, economical Prosperity Duo-Matic washer. (In the Automatic launderer & cleaner, June 1954, p. 13) Appl. author: Syracuse Advertising. © 28Jun54; KK98064.

Drycleaning units 7B-7C 3. Backwashing the 65 sq. ft. filter. (Laundry machinery) Pamphlet. Appl. author: Syracuse Advertising Co. © 5Oct54; KK100663.

Fast, convenient, economical laundering and ironing. (Laundry machinery) (In American motel, Aug. 1954, p. 15) Appl. author: Syracuse Advertising. © 2Aug54; KK99390.

Faster and finer leather finishing with a Prosperity air-operated leather finishing machine. (Laundry machinery) Folder. Appl. author: Syracuse Advertising. © 15May54; KK98276.

Get faster and finer leather finishing with a Prosperity special leather finishing machine. (In Weekly bulletin leather and shoe news, July 10, 1954, p. 17) Appl. author: Syracuse Advertising. © 10Jul54; KK98419.

It ain't easy, neither is this. It's finger-tip and toe-tip operation today. (Laundry machinery) Folder. Appl. author: Syracuse Advertising. © 7Oct54; KK101317.

Modernize and prosper, set up for increased efficiency. (Laundry machinery) (In Southern garment manufacturer, Oct. 1954, p. 4 of cover) Appl. author: Syracuse Advertising. © 20Oct54; KK101490.

The originators now offer a complete line of end door washers. (In American laundry digest, Oct. 15, 1954, p. 50-51) Appl. author: Syracuse Advertising. © 15Oct54; KK101482.

Start right, be guided by experience. (Laundry machinery) (In American laundry digest, Aug. 1954, p. 44-45) Appl. author: Syracuse Advertising. © 15Aug54; KK99446.

You can move those big orders faster with modern Prosperity equipment. (Laundry machinery) (In Southern

garment manufacturer, June 1954, p. 4 of cover) Appl. author: Syracuse Advertising. © 28Jun54; KK98420.

PROTEXOL CORPORATION. ©
Facts about fireproofed wood. [Informative circular] Folder. Appl. author: Carl F. Hartman. © 4Oct54; KK102137.

Protexol pressure treatments for plywood. [Informative circular] (Wood preservative) Folder. Appl. author: Carl F. Hartman. © 1Dec54; KK102800.

PRUITT, THOMAS DAVID.
Pure Sea-Kelp. A pure natural food. Approximate net weight twelve ounces. Label. © T. D. Pruitt; 28Oct54; KK101113.

PUREX CORPORATION, LTD. ©
Famed home economist for Wonder bread says: If you knew what I know about dishwashing suds ... Trend. [Endorsed by] Ruth Hatheway. (In Chicago tribune, July 25, 1954, p. 16) Appl. author: Foote, Cone & Belding. © 25Jul54; KK100033.

Famous Sunkist home economist says: If you knew what I know about dishwashing suds ... Trend. [Endorsed by] Gertrude Austin. (In the Salt Lake tribune (This week magazine section) July 11, 1954, p. 21) Appl. author: Foote, Cone, & Belding. © 11Jul54; KK99120.

Famous Sunkist home economist says: If you knew what I know about dishwashing suds ... Trend. [Endorsed by] Gertrude Austin. (In the Wichita beacon, May 20, 1954, p. 26) Appl. author: Foote, Cone, & Belding. © 20May54; KK100480.

Faster dishwashing, and Trend saves you money too. (Detergent) (In the Seattle times, Apr. 15, 1954, p. 54) Appl. author: Foote, Cone & Belding. © 15Apr54; KK100176.

How I chased these old washday worries right out of my life. (Bleach) (In Puck, the comic weekly (Los Angeles examiner), June 6, 1954, p. 14) Appl. author: Foote, Cone & Belding. © 6Jun54; KK98125.

Imagine, a liquid bleach in safe dry form. Bring on your toughest laundering problems. (In the Seattle times, Oct. 17, 1954, p. 14, pictorial section) Appl. author: Foote, Cone, & Belding. © 17Oct54; KK101339.

Imagine - a liquid bleach in safe dry form. Incredible but true. (In Woman's day, Oct. 1954, p. 187) Appl. author: Foote, Cone, & Belding. © 30Sep54; KK100518.

I've discovered the safe, easy way to bleach my clothes. (In the Birmingham news (This week magazine), Sept. 19, 1954, p. 25) Appl. author: Foote, Cone & Belding. © 19Sep54; KK100366.

I've learned to bleach away my washday worries. (In Puck, the comic weekly (San Francisco examiner), Aug. 15, 1954, p. 6) Appl. author: Foote, Cone & Belding. © 15Aug54; KK100024.

Join the big change to carefree bleaching. Full strength for whiter washes. Beads o' bleach. (In the Spokesman-review, June 18, 1954, p. 26) Appl. author: Foote, Cone, & Belding. © 18Jun54; KK98225.

Join the big change to carefree bleaching. Haven't you wished you could bleach clothes ... Beads o'

PUREX CORPORATION, LTD. Cont'd.

Join the big change to carefree bleaching. Cont'd.

bleach. (In the Spokesman-review, July 13, 1954, p. 9) Appl. author: Foote, Cone & Belding. © 13Jul54; KK99047.

My husband was an old bear about his shirts. (Laundry bleach) Appl. author: McCann Erickson, inc. © 12Sep54; KK100395.

My neighbor is a perfect lamb. (Laundry bleach) Appl. author: McCann Erickson, inc. © 24Oct54; KK102207.

New, safe dry bleach that whitens like liquid bleach. cWoman in blue dress holding shirt; 5 other illus. (In Parade, July 11, 1954, p. 8) Appl. author: Foote, Cone & Belding. © 11Jul54; KK98307.

New, safe dry bleach that whitens like liquid bleach. [Woman in red dress holding towel; 5 other illus.] (In Parade, May 23, 1954, p. 19) Appl. author: Foote, Cone & Belding. © 23May54; KK98306.

Noted home economist for Stokely-Van Camp says: If you knew what I know about dishwashing suds ... Trend. [Endorsed by] Verna McCallum. (In Toledo blade pictorial, Oct. 3, 1954, p. 26) Appl. author: Foote, Cone & Belding. © 30Oct54; KK101338.

Save shelf space, cut labor costs, make more profit, avoid bleach damage. (In Supermarket news, Feb. 22, 1954, p. 6) Appl. author: Foote, Cone & Belding. © 22Feb54; KK100019.

Stop doing dishes, they do themselves with Trend. (Detergent) (In the Tacoma news tribune, Feb. 18, 1954, p. D-2) Appl. author: Foote, Cone & Belding. © 18Feb54; KK100478.

This is the line to watch. (Bleach & detergent) (In Chain store age (Grocery managers ed.), July 1954, p. 72) Appl. author: Foote, Cone & Belding. © 30Jun54; KK99067.

Trend is here. Special introductory offer. 1¢ sale. (Detergent) (In the Pittsburgh press (This week magazine section), July 11, 1954, p. 21) Appl. author: Foote, Cone & Belding. © 11Jul54; KK99121.

Trend sweeps the nation, now it's here. (Detergent) (In Today, the Philadelphia inquirer magazine section, July 25, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 25Jul54; KK100034.

What's the secret of this mystery suds? Trend. (Detergent) (In the Wichita beacon, Apr. 29, 1954, p. 28) Appl. author: Foote, Cone & Belding. © 29Apr54; KK100479.

Why pay laundry suds prices for dishwashing suds? Trend. (In Spokane daily chronicle, Feb. 18, 1954, p. 32) Appl. author: Foote, Cone & Belding. © 18Feb54; KK101967.

Q

QUAKER OATS COMPANY.

Kittens and cats, their care and feeding, training and breeding. (Book) 35 p. Appl. authors: Mrs. Silas H. Andrews & Robert L. Stansbury. © Coast Fisheries, division of Quaker Oats Co.; 1Nov54; KK102282.

QUAKER PIONEER RUBBER MILLS. © The deal for the dealer. Quaker

Pioneer garden hose. Sheet. Appl. author: Conley, Baltzer & Steward. © 17Nov54; KK101853.

QUAKER STATE OIL REFINING CORPORATION. ©

Quaker State super blend motor oil. Net contents 1 U. S. fluid quart. Label. © 16Sep54; KK101818.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

America's no. 1 energy treat. Sunbeam enriched bread. [Girl eating bread; cherry cobbler] (In the News, Newport, R. I.) © 9Aug54; KK101379.

America's no. 1 energy treat. Sunbeam enriched bread. [Girl eating bread; playground] (In Journal every evening, Wilmington, Del.) © 20Apr54; KK101376.

America's no. 1 energy treat. Sunbeam enriched bread. [Girl putting bread in toaster] (In Times, Kingsport, Tenn.) © 3May54; KK101375.

America's no. 1 energy treat. Sunbeam enriched bread. [Girl wearing boxing gloves] (In Taunton daily gazette) © 2Aug54; KK101381.

America's no. 1 energy treat. Sunbeam enriched bread. [Girl wearing chef's hat] (In the News, Newport, R. I.) © 23Aug54; KK101380.

America's no. 1 energy treat. Sunbeam enriched bread. [Girl with broom in one hand, bread in the other] (In Times, Chester, Pa.) © 10May54; KK101377.

Does the bread you buy have that extra something that makes every picnic a party? America's no. 1 energy treat. Sunbeam. [Girl wearing life guard hat] (In Journal every evening, Wilmington, Del.) © 24May54; KK101378.

Dream bread; Sunbeam. (In Ladies' home journal, Oct. 1954, p. 2) © 23Sep54; KK100901.

Here are all my bakeries shining, clean and bright ... Only the best bakers can bake Sunbeam [bread] (In Life, June 14, 1954, p. 51) © 14Jun54; KK100902.

QUEEN CITY MATTRESS AND UPHOLSTERING COMPANY.

Nyl-Tuft inner spring mattress. Label. Appl. author: Nathan Alexander Pearson. © Queen City Mattress & Upholstering Co. (in notice: Q. C. Uph. Co.); 10Oct54; KK101349.

QUICK CHEMICAL CORPORATION. ©

Quick-Way brand 10 o/o DDT insect spray. Net contents one quart liquid. Label. © 22Jun54; KK101863.

QUIKEY MANUFACTURING COMPANY.

Quikey, world's quickest key holder. Sheet. © Benjamin Stiller; 28Apr54; KK98018.

Quikoin, world's quickest coin holder. Breaking all records for popularity ... Sheet. © Benjamin Stiller; 18May54; KK98019.

Quikoin, world's quickest coin holder. It's a natural. Sheet. © Benjamin Stiller, d.b.a. Quikey Mfg. Co.; 30Apr54; KK98173.

R

RCA ESTATE APPLIANCE CORPORATION.

RCA Estate [gas & electric] ranges. Form 700. Folder. Appl. author: Lewis W. Selmeier. © RCA Estate Appliance Corp., Radio Corp. of America subsidiary; 15Feb54; KK99322.

Whatever you want in a range is yours. New RCA Estate electric ranges. Form 731. Folder. Appl. author: Lewis W. Selmeier. © RCA Estate Appliance Corp., Radio Corp. of America subsidiary; 15Aug54; KK102404.

Whatever you want in a range is yours. New RCA Estate gas ranges. Form 730. Folder. Appl. author: Lewis W. Selmeier. © RCA Estate Appliance Corp., Radio Corp. of America subsidiary; 15Aug54; KK102403.

RADIO CORPORATION OF AMERICA, RCA ESTATE APPLIANCE CORPORATION, subsidiary. SEE RCA Estate Appliance Corporation.

RADIO WIRE TELEVISION, INC. ©

Now hear this, a buy of a lifetime. Lafayette Radio, Dept. RC-8. (Electronic equipment) 4 p. Appl. author: M. H. Kranzberg. © 6Aug54; KK99352.

Quantity limited on all items, first come, first-served. Lafayette Radio, Dept. ST6. Sheet. Appl. author: M. H. Kranzberg. © 22Jul54; KK98496.

RAINEY, R. L., d.b.a. AD SCRIBE. SEE Ad Scribe.

RAM DOMESTIC PRODUCTS COMPANY. ©

Ramadapter fits 99 o/o of all faucets. (Plumbing hardware fixture) Label. Appl. author: Aaron Alfred. © 15May54; KK97776.

RAMIREZ AND FERAUD CHILI COMPANY. ©

Las Palmas beans a la Spanish with Las Palmas chili sauce. Net weight 15 1/2 oz. Label. Appl. author: Archie Vasquez. © 24Apr52; KK98736.

Las Palmas brand enchilada sauce. Net wt. 10 ozs. Label. Appl. author: Mori Ovsey. © 11Mar54; KK98733.

Las Palmas chili beans with Las Palmas chili sauce. Net weight 15 1/2 oz. Label. Appl. author: Mori Ovsey. © 17Jun54; KK98732.

Las Palmas limas a la Spanish with Las Palmas chili sauce. Net weight 1 lb. 10 oz. Label. Appl. author: Archie Vasquez. © 3Nov37; KK98737.

Las Palmas roasted and peeled green chiles. Net wt. 4 oz. Label. Appl. author: Archie Vasquez. © 12Jul49; KK98735.

Las Palmas Spanish green chili sauce salsa. Net weight 10 oz. Label. Appl. author: Archie Vasquez. © 12Jul37; KK98738.

Las Palmas Spanish red chili sauce. Net wt. 10 ozs. Label. Appl. author: Archie Vasquez. © 8Apr48; KK98734.

RAMSEY CORPORATION. ©

No more average results for me. My hat's off to Ramco extra engineering. Ramco 10 Up piston rings. (In Motor age, Aug. 1954, p. 3 of cover) Appl. author: Van Auker, Ragland & Stevens. © 5Aug54; KK100406.

Ramco extra engineering means extra quick seating, extra customer satisfaction. Ramco 10 Up piston rings. (In Motor age, July 1954, p. 3 of cover) Appl. author: Van Auker, Ragland & Stevens. © 5Jul54; KK100405.

RAUMIUM BALNEOLOGICAL LABORATORIES.

Hit by arthritic or rheumatic pains, worn out or listless? (Bath water additive) Sheet. © Raumiun Balneological Laboratories, Richard M. Rauner, proprietor; 16Nov54; KK101851.

RAUNER, RICHARD M., proprietor, RAUMIUM BALNEOLOGICAL LABORATORIES. SEE Raumium Balneological Laboratories.

RAY-O-VAC COMPANY.

King size power, king size life. Now you can buy the king size battery. [Handyman flashlight highlighting the new 4-LP battery] (In the Saturday evening post) Appl. author: McCann-Erickson, inc. © Ray-O-Vac Co., & Ray-O-Vac Co., Canada, ltd.; 30Oct54; KK101229.

King size power, king size life. Now you can buy the king size battery. [Sportsman flashlight highlighting the new 4-LP battery] Appl. author: McCann-Erickson, inc. © Ray-O-Vac Co., & Ray-O-Vac Co., Canada, ltd.; 10Oct54; KK100434.

King size profit ... Now you can buy the king size battery. Handyman flashlights with new, exclusive push-pull ring switch. Appl. author: McCann-Erickson, inc. © Ray-O-Vac Co., & Ray-O-Vac Co., Canada, ltd.; 1Sep54; KK99734.

Light when you need it most. [Father & son cleaning screens in attic] (Flashlight batteries) Appl. author: McCann-Erickson, inc. © Ray-O-Vac Co. & Ray-O-Vac Co., Canada, ltd.; 1Aug54; KK98721.

Light when you need it most. [Hunter & hound dog looking at porcupine] (Flashlight batteries) Appl. author: McCann-Erickson, inc. © Ray-O-Vac Co. & Ray-O-Vac Co., Canada, ltd.; 10Oct53; KK98152.

Light when you need it most. [Man changing tire with aid of Sav-A-Life light] (Flashlight batteries) (In the Saturday evening post) Appl. author: McCann-Erickson, inc. © Ray-O-Vac Co. & Ray-O-Vac Co., Canada, ltd.; 30Oct53; KK98153.

RAY-O-VAC COMPANY, CANADA, LTD. SEE Ray-O-Vac Company.

REAL RECORD COMPANY. ©

Latin American music. Discos. (Phonograph records) Folder. Appl. author: Harry P. Taylor. © 14Jul54; KK98612.

REARDON COMPANY. ©

Brush on a new wall with Dramex. (Paint products) Window display. © 1Sep54; KK101513.

Colors available in Dramex [paint] Folder. © 1Sep54 (in notice: 1953); KK100502.

Dave Garroway demonstrates Dramex. (Paint products) Poster. © 1Sep54; KK100490.

Dramex interior finish. Amazing new, low cost Dramex covers and colors cracked plaster with one easy coat. (Paint products) (In Independent Retail Hardware Association catalog) © 1Sep54; KK101511.

Dramex sales are zooming everywhere. (Paint products) (In American paint and wallpaper dealer, Sept. 1954, p. 83-86) © 15Aug54; KK100496.

Dramex sales are zooming, your profits will skyrocket when you tie in with co-op advertising. (Paint products) Folder. © 1Sep54; KK100494.

For do-it-yourselfers, Handy Dan liquid masking tape. Catalog page. © 1Sep54 (in notice: 1953); KK100489.

For do-it-yourselfers, Handy Dan ready mixed patcher. (Paint products) Catalog page. © 1Sep54 (in notice: 1953); KK100493.

Handy Dan liquid masking tape. New, easy way to paint window sash. (In Independent Retail Hardware Association catalog) © 1Sep54; KK101510.

Handy Dan liquid masking tape for do-it-yourselfers. Folder. © 1Sep54 (in notice: 1953); KK100499.

Handy Dan ready mixed patcher for do-it-yourselfers. Folder. © 1Sep54 (in notice: 1953); KK100500.

Here are the colors available in Bondex cement paint. Folder. © 1Sep54; KK100501.

Here are the hottest do-it-yourself products featured in the IRHA promotion. Dramex [paint], Handy Dan liquid masking tape. (In Hardware retailer, Sept. 1954, p. 211) © 5Sep54; KK101637.

Here's your complete co-op advertising program. Bondex cement paint. Folder. © 1Sep54; KK100495.

How to do it. Tips on moisture control by the makers of Bondex. (Paint products) Pamphlet. © 1Sep54 (in notice: 1953); KK100497.

It's easy as pie, when you paint it yourself with Dramex. Poster. © 1Sep54; KK100488.

Joint cement, joint tape, for dry wall construction. Catalog page. © 1Sep54; KK100492.

Look what Dramex did (and it actually cost less than paint) (In Sunset, Sept. 1953, p. 87) © 25Aug53; KK98161.

Paint away those cracks with one coat of Dramex interior finish. (In Woman's day, Sept. 1954, p. 73) © 31Aug54; KK101867.

Plaster cracked? Do what we did, with just one coat of Dramex interior finish, colors like paint, covers like plaster. (In Better homes & gardens, Oct. 1954, p. 227) © 10Sep54; KK101638.

Resurfacing; no other Spackling compound offers all these advantages today. (Patching material) Catalog page. © 1Sep54; KK100491.

Stop moisture, end damp walls with Bondex cement paint. Window display. Appl. title: Bondex window display consisting of card, separate display letters, banner, co-op mat sheet and instruction sheet. © 1Sep54; KK101512.

Supercel handbook on how to hang wallpaper. (Paint products) 10 p. © 1Sep54 (in notice: 1953); KK100498.

RECORD CLOTHES. ©

Revolutionary new suit construction that will eliminate 85 % of your shoulder alterations. (In Daily news record, Oct. 13, 1954, p. 16-17) © 13Oct54; KK101444.

RECORD-OF-THE-MONTH-CLUB.

You're invited to join the new Record-of-the-Month-Club. (Phonograph records) Sheet. Appl. author: Warren W. Gibbons. © Hits of the Month Club, inc., d.b.a. Record-of-the-Month-Club; 1Sep54; KK100868.

RED CEDAR SHINGLE BUREAU. ©

Certigroove cedar shakes. Label. Appl. author: Botsford, Constantine & Gardner. © 2Jun54; KK99483.

RED HEART DIVISION, JOHN MORRELL AND COMPANY. SEE Morrell (John) and Company.

RED RIVER EGG COMPANY, INC. ©

Red River grade A small cage eggs. One dozen. Label. Appl. author: John H. Cade, Jr. © 26Jul54; KK98759.

RED RIVER VALLEY POTATO GROWERS ASSOCIATION. ©

Red River Red; all purpose potatoes. Label. © 4Jun53; KK102580.

RED STAR YEAST AND PRODUCTS COMPANY. ©

From the Red Star kitchens. 3 exciting new batter-way recipes. Folder. © 7Oct54; KK102007.

Star Zyme A, fungal enzyme amylase tablets. 250 tablets. Label. © 8Sep54; KK102006.

REDDI-WIP, INC. ©

In an instant, all your desserts become sensational with Reddi-Wip, fresh, real [whipping] cream. (In Life, Aug. 9, 1954, p. 75) Appl. author: Ruthrauff & Ryan, inc. © 9Aug54; KK100991.

Serve shortcake tonight. Make it easy, make it often with Bisquick 'n fresh, real cream Reddi-Wip. (Whipping cream) (In Minneapolis morning tribune, June 8, 1954, p. 15) Appl. author: Ruthrauff & Ryan, inc. © 8Jun54; KK98157.

REED (C. A.) COMPANY. ©

Make your own picture [paper] plates. Color pictures with crayons. Label. © 15Sep54; KK101467.

REGAL KNITWEAR COMPANY, INC. ©

For baby dear. (Boxes for knitwear) Label. Appl. title: Pink ribbon on lace. © 17May54; KK98002.

Regal 100 % full fashioned imported cashmere. (Boxes for knitwear) Label. Appl. title: Red crown. © 17May54; KK98003.

REILY (WILLIAM B.) AND COMPANY. ©

Luzianne coffee and chicory. Contents one pound. Label. Appl. author: Lippencott & Margulieus. © 10Nov53; KK99675.

REINECKE, EDWIN.

Handbook: Cross connection control. SEE Febco, inc.

RELIABLE TEXTILE COMPANY, INC. ©

Key-Dancer; rayon and silk, woven of imported yarns. A Reltex fabric. Label. Appl. author: George Tarshes. © 16Jul54; KK100370.

Snow Wave Colorite, processed for permanent crease resistance. A Reltex fabric. Label. Appl. author: George Tarshes. © 13Jan54; KK98753.

This is Tycona, rayon, acetate & dacron. A Reltex fabric. Label. Appl. author: George Tarshes. © 16Mar54; KK100390.

RELIEF PRINTING CORPORATION. ©

New, distinctive Sava-Kard desk calendar. Folder. Appl. author: Frank H. Rimmer. © 16Aug54; KK102380. (See also Relief Printing Corp., 16Aug54; KK99882)

No need to go elsewhere if you want a plastic card case. Sheet. Appl. author: Frank H. Rimmer. © 16Aug54; KK99882. (See also Relief Printing Corp., 16Aug54, KK102380)

RENAIRE CORPORATION. ©

Pledge of performance. (Freezer food plan) Sheet. Appl. author: Raymond Rosenberg. © 16Jul54; KK98599.

RENFIELD IMPORTERS, LTD. ©

So nice to have around. Haig & Haig [Scotch whisky] (In U. S. news & world report, Mar. 20, 1953, p. 41) Appl. author: Chas. Dallas Reach Co., inc. © 20Mar53; KK98835.

REO MOTORS, INC. ©

Easy way to make the grade; the new super-hushed Reo for '54. (Power lawn mower) (In the American home, May 1954, p. 4 of cover) Appl. author: William Hart Adler, inc. © Reo Motors, inc., Lawn Mower Division; 25Apr54; KK101365.

Join the Reo haul of fame. [Endorsed by] Paul Revere. (Trucks & Gold Comet engines) (In Life, Apr. 13, 1953, p. 121) Appl. author: William Hart Adler, inc. © 13Apr53; KK98255.

Mow with Reo [power lawn mower] (In the Saturday evening post, May 15, 1954, p. 90-91) Appl. author: William Hart Adler, inc. © Reo Motors, inc., Lawn Mower Division; 15May54; KK101364.

Quiet as a lullaby, the new super-hushed Reo for '54. (Power lawn mowers) (In the Progressive farmer, Apr. 1954, p. 64-65) Appl. author: William Hart Adler, inc. © Reo Motors, inc., Lawn Mower Division; 1Apr54; KK101363.

Remove snow from your driveway and walks in minutes. (Power snow remover) (In the Saturday evening post, Dec. 12, 1953, p. 120) Appl. author: William Hart Adler, inc. © Reo Motors, Lawn Mower Division; 12Dec53; KK101681.

REPUBLIC MOLDING CORPORATION. ©

Freezettes, original unbreakable [plastic] food storage container. Four 1/2 gallon size containers. Label. Appl. author: Milprint, inc. © 12Nov54; KK102457.

Freezettes, original unbreakable [plastic] food storage container. Six 1 pint size containers. Label. Appl. author: Milprint, inc. © 12Nov54; KK102455.

Freezettes, original unbreakable [plastic] food storage container. Six 1 1/2 pint size containers. Label. Appl. author: Milprint, inc. © 12Nov54; KK102454.

Freezettes, original unbreakable [plastic] food storage container. Six 1 quart size containers. Label. Appl. author: Milprint, inc. © 12Nov54; KK102453.

Freezettes, original unbreakable [plastic] food storage container. Three 1 pint size containers. Label. Appl. author: Milprint, inc. © 1Jul54; KK100005.

Freezettes, original unbreakable [plastic] food storage container. Two 1 gallon size containers. Label. Appl. author: Milprint, inc. © 12Nov54; KK102456.

Freezettes, original unbreakable [plastic] food storage container. Two 1 quart size containers. Label. Appl. author: Milprint, inc. © 1Jul54; KK100006.

Made of unbreakable flexible polyethylene. Cake cover and plate. Self mailer. Appl. author: Leo Wolf. © 16Aug54; KK100903.

Polly Flex housewares, the greatest name in plastics. All polyethylene cake cover and plate. Label. Appl. author: Leo Wolf. © 14Sep54; KK100756.

Polly Flex housewares, the greatest name in plastics. All polyethylene locking cake cover & plate. Sheet. Appl. author: Leo Wolf. © 14Jul54; KK101204.

Polly Flex housewares, the greatest name in plastics. Bread container. Label. Appl. author: Leo Wolf. © 17Aug54; KK100749.

Polly Flex housewares, the greatest name in plastics. Butter dish. Cover designed with handle for easy gripping. Sheet. Appl. author: Leo Wolf. © 14Jul54; KK101206.

Polly Flex housewares, the greatest name in plastics. Butter dish, one quarter pound. Label. Appl. author: Leo Wolf. © 14Sep54; KK100757.

Polly Flex housewares, the greatest name in plastics. Combined gadget and cutlery tray. Label. Appl. author: Leo Wolf. © 14Sep54; KK100751.

Polly Flex housewares, the greatest name in plastics. Combined gadget and cutlery tray. Sheet. Appl. author: Leo Wolf. © 14Jul54; KK101202.

Polly Flex housewares, the greatest name in plastics. Crisper. (Food containers) Label. Appl. author: Leo Wolf. © 17Aug54; KK100755.

Polly Flex housewares, the greatest name in plastics. Dish-pan. Label. Appl. author: Leo Wolf. © 14Sep54; KK100758.

Polly Flex housewares, the greatest name in plastics. Dishwashing is a cinch, with Republic's new dish-pan. Sheet. Appl. author: Leo Wolf. © 14Jul54; KK101203.

Polly Flex housewares, the greatest name in plastics. 5 oz. polyethylene tumblers. Label. Appl. author: Leo Wolf. © 14Sep54; KK100750.

Polly Flex housewares, the greatest name in plastics. For you early holiday shoppers, cake cover and plate, crisper, dish pan, pail and cover. Sheet. Appl. author: Leo Wolf. © 21Sep54; KK102322.

Polly Flex, the greatest name in plastics. New Republic housewares. (Food containers) Sheet. Appl. author: Leo Wolf. © 24Aug54; KK100753.

Polly Flex housewares, the greatest name in plastics. The new tri-color Freezettes left-over food containers. Sheet. Appl. author: Leo Wolf. © 14Jul54; KK101205.

Polly Flex housewares, the greatest name in plastics. Products of distinction, home use gifts. Cake cover and plate, dish pan. Sheet. Appl. author: Leo Wolf. © 21Sep54; KK102323.

Polly Flex housewares, the greatest name in plastics. Products of distinction, wonderful for gifts. Cake cover and plate. Sheet. Appl. author: Leo Wolf. © 16Aug54; KK102324.

Polly Flex housewares, the greatest name in plastics. Roto-crusher. Sheet. Appl. author: Leo Wolf. © 14Jul54; KK101207.

Polly Flex housewares, the greatest name in plastics. Rustproof-dent proof wastebasket. Label. Appl. author: Leo Wolf. © 11Aug54; KK100754.

Polly Flex housewares, the greatest name in plastics. Utility basin. The many uses for these basins ... Sheet. Appl. author: Leo Wolf. © 14Jul54; KK101201.

Polly Flex, the greatest name in plastics. Utility basin, flexible. Label. Appl. author: Leo Wolf. © 4Aug54; KK100752.

Republic, the greatest name in plastic. Freezettes, accepted as the finest food container on the market. Sheet. Appl. author: Leo Wolf. © 1Sep54; KK102325.

Republic, the greatest name in plastics. Pail, flexible, a Polly-Flex product. Label. Appl. author: Saltzman Printers. © 9Jun54; KK101270.

REULAND ELECTRIC COMPANY. ©

Little Scout electric smoke house Model no. 7. (Food smoking ovens) Label. © 27Sep54; KK102184.

REVCO, INC. ©

You must see this completely different food freezer. It's the all-new Revco, with revolutionary Revcold freezing action ... 5-year warranty ... (In Farm Journal, May 1954, p. 132) Appl. authors: Guy Davis & Charles Doner. © 12Apr54; KK98406.

You must see this completely different food freezer. It's the all-new Revco, with revolutionary Revcold freezing action ... Full 5-year warranty ... (In Better homes & gardens, June 1954, p. 54) Appl. authors: Guy Davis & Charles Doner. © 21May54; KK98405.

REVLON PRODUCTS CORPORATION. ©

If you can't visit your salon ... Use Revlon, the real professional nail enamel. (In the Evening bulletin, Philadelphia, Oct. 25, 1954, p. 7) Appl. author: William H. Weintraub & Co., inc. © 25Oct54; KK102420.

REYNOLDS MANUFACTURING COMPANY. ©

Anyway you figure it, the Reyco tandem is the most dependable and has the lowest operating cost. (In Power wagon, June 1954, p. 19) Appl. author: Ralph Aquilla Nelms. © 12Jun54; KK98083.

Now up to 25 o/o better braking, with Reyco brake drums. (In Bus transportation, May 1954, p. 18) Appl. author: Ralph Aquilla Nelms. © 10May54; KK98082.

Simplicity & foolproof stability. Only the Reyco suspension assures all of these advantages. (Tandems) (In Transport topics, May 10, 1954, p. 11) Appl. author: Ralph Aquilla Nelms. © 10May54; KK98081.

Up to 25 o/o better braking. Engineered for full braking power. Reyco, the best brake drum for your operation. (In Bus transportation, July 1954, p. 84) Appl. author: Ralph Aquilla Nelms. © 10Jul54; KK98436.

Up to 25 o/o better braking with Reyco drums. No brake can be better than the brake drum that backs it up. (In Power wagon, the motor truck journal, Aug. 1954, p. 29) Appl. author: Ralph Aquilla Nelms. © 10Aug54; KK99192.

Why Reyco? The Reyco tandem and single axle suspension ... (In Transport topics, Aug. 9, 1954, p. 8) Appl. author: Ralph Aquilla Nelms. © 9Aug54; KK99332.

REYNOLDS METALS COMPANY. ©

Designed in Reynolds aluminum. Label. Appl. author: Robert J. Doherty, Jr. © 26Mar54; KK98906.

It's easy to make things with Reynolds Do-It-Yourself aluminum. Folder. Appl. authors: Henry M. McClaskey, Jr. & John De Vaun. © 24May54; KK99218.

Reynolds Do-It-Yourself aluminum. Car top luggage carrier. Plan no. 109. Folder. Appl. author: John H. Fox. © 8Jul54; KK98495.

- Reynolds Do-It-Yourself aluminum. Floor lamp. Plan no. 123. Folder. Appl. author: John H. Fox. © 15Nov54; KK102195.
- Reynolds Do-It-Yourself aluminum. Folding game table. Plan no. 110. Folder. Appl. author: John H. Fox. © 2Jul54; KK98263.
- Reynolds Do-It-Yourself aluminum. Jingl' hoss and jingl' barro'. Plan no. 119. Folder. Appl. author: John H. Fox. © 22Nov54; KK102196.
- Reynolds Do-It-Yourself aluminum. Period lamp. Plan no. 126. Folder. Appl. author: John H. Fox. © 15Nov54; KK102194.
- Reynolds Do-It-Yourself aluminum. Picnic hamper. Plan no. 111. Folder. Appl. author: John H. Fox. © 2Jul54; KK98264.
- Reynolds Do-It-Yourself aluminum. Room divider, or shelf and cabinet case. Plan no. 115. Folder. Appl. author: John H. Fox. © 15Jul54; KK98601.
- Reynolds Do-It-Yourself aluminum. Sand box and cover, plus oil drip pan. Plan no. 112. Folder. Appl. author: John H. Fox. © 25Jun54; KK98265.
- Reynolds Do-It-Yourself aluminum. Screening-in a porch or breezeway, plus details for making storm sash. Plan no. 117. Folder. Appl. author: John H. Fox. © 31Aug54; KK100744.
- Reynolds Do-It-Yourself aluminum. Serving cart. Plan no. 114. Folder. Appl. author: John H. Fox. © 2Jul54; KK98266.
- Reynolds Do-It-Yourself aluminum. Table lamp. Plan no. 116. Folder. Appl. author: John H. Fox. © 15Jul54; KK98602.
- RHEEM MANUFACTURING COMPANY. ©**
Rheem offers you a complete selection of water heaters for the homes you are building. (In House & home, May 1, 1952, p. 84-85) Appl. author: Campbell-Ewald Co., Inc. © 1May52; KK98957.
- RHEINGOLD BREWING COMPANY. ©**
It's a feather in our cap, thanks to you and your customers. (In Southern California grocers journal, Oct. 1, 1954, p. 5) Appl. author: Foote, Cone & Belding. © 10Oct54; KK101076.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold & donkey] (In Home (Los Angeles times magazine section), June 6, 1954, p. 4 of cover) Appl. author: Foote, Cone & Belding. © 6Jun54; KK99257.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold carrying suitcase; airplane in background] (In Home (Los Angeles times magazine section), July 18, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 18Jul54; KK99259.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold in horse-drawn wagon] (In Home (Los Angeles times magazine section), Aug. 15, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 15Aug54; KK99541.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold planting flowers] (In Home (Los Angeles times magazine section), May 23, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 23May54; KK99256.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold sitting on ship's deck] (In Home (Los Angeles times magazine section), Aug. 1, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 1Aug54; KK99261.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Miss Rheingold standing beside horse-drawn wagon; carrying flowers] (In Home (Los Angeles times magazine section), Oct. 17, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 17Oct54; KK101779.
- My beer is Rheingold, the dry beer, says Adrienne Garrett, Miss Rheingold 1954. [Sports car scene] (In Home (Los Angeles times magazine section), Sept. 12, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 12Sep54; KK101074.
- My beer is Rheingold, the dry beer, says Anne Baxter. (In Home (Los Angeles times magazine section), Sept. 5, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 5Sep54; KK101073.
- My beer is Rheingold, the dry beer, says Dick Powell. (In Home (Los Angeles times magazine section), June 20, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 20Jun54; KK98639.
- My beer is Rheingold, the dry beer, says Dick Powell. (In Home (Los Angeles times magazine section), June 20, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 20Jun54; KK99258.
- My beer is Rheingold, the dry beer, says Harry James. (In Home (Los Angeles times magazine section), Oct. 31, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 31Oct54; KK102602.
- My beer is Rheingold, the dry beer, says Irene Dunne. (In Home (Los Angeles times magazine section), Aug. 8, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 8Aug54; KK99262.
- My beer is Rheingold, the dry beer, says Paul Douglas. (In Home (Los Angeles times magazine section), July 25, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 25Jul54; KK99260.
- My beer is Rheingold, the dry beer, says Peggy Lee. (In Home (Los Angeles times magazine section), Sept. 19, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 19Sep54; KK101072.
- Our beer is Rheingold, the dry beer. [Endorsed by] Robert Cummings [and 5 others] (In Los Angeles times, May 19, 1954, p. 10) Appl. author: Foote, Cone & Belding. © 19May54; KK98189.
- Our beer is Rheingold, the dry beer, say Lilli Palmer and Rex Harrison. (In Los Angeles times magazine section (home), July 11, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 11Jul54; KK98305.
- The Rheingold master brewers come to California with this guarantee. Rheingold extra dry lager beer. (In Los Angeles times, Apr. 20, 1954, p. 8) Appl. author: Foote, Cone & Belding. © 20Apr54; KK98191.
- Season's greetings, says Adrienne Garrett, Miss Rheingold 1954. (In Home (Los Angeles times magazine section), Dec. 5, 1954, p. 72) Appl. author: Foote, Cone & Belding. © 5Dec54; KK102601.
- The 16-year-old Miss Rheingold election is often imitated but never equaled. (In Patterson's California beverage gazette, July 1954, p. 44-45) Appl. author: Foote, Cone & Belding. © 1Jul54; KK101077.
- Vote now, elect Miss Rheingold 1955. (In Home (Los Angeles times magazine section), Aug. 29, 1954, p. 3) Appl. author: Foote, Cone & Belding. © 29Aug54; KK101075.
- Welcome Rheingold, to southern California. [Endorsed by] Douglas Fairbanks, Jr. [and 5 others] (In Los Angeles times, May 3, 1954, p. 10) Appl. author: Foote, Cone & Belding. © 3May54; KK98190.
- What happens now that Rheingold has been introduced in southern California? Rheingold extra dry lager beer. (In California beverage price bulletin, June 1954, p. E) Appl. author: Foote, Cone & Belding. © 1Jun54; KK98192.
- Which one will be Miss Rheingold 1955? (In Patterson's California beverage gazette, Aug. 1954, p. 56-57) Appl. author: Foote, Cone & Belding. © 1Aug54; KK101078.
- RICE, GRANTLAND.**
Golf at its greatest. SEE Eastern Corporation.
Great moments in baseball ... SEE Eastern Corporation.
- RICE, HARRY CURTIS, d.b.a. ONTARIO CHEMICAL COMPANY.** SEE Ontario Chemical Company.
- RICHARD PAINT COMPANY,** division of TOBIAS PAINT MANUFACTURING COMPANY. SEE Tobias Paint Manufacturing Company.
- RICHE PREMIUM CORPORATION. ©**
Richie fall and Xmas 1954 catalog. Supermarket promotional mat book. (General merchandise) Pamphlet. Appl. author: Sidney M. Brownstein. © 15Sep54; KK101253.
- RIGGIO TOBACCO CORPORATION. ©**
Discovered after a world-wide search, the imported filter that does justice to the incomparable flavor of Regent cigarettes. (In Daily news, New York, June 29, 1954, p. 21) Appl. author: L. H. Hartman Co., Inc. © 29Jun54; KK97909.
- RIPON KNITTING WORKS. ©**
Announcing the new Ripon funtime footwear; high fashion styling, mass market prices. (In Daily news record, Oct. 15, 1954, p. 16) Appl. author: The Buchen Co. © 15Oct54; KK101301.
- Announcing the new Ripon funtime footwear. High fashion styling, mass market prices. (In Esquire apparel arts, Nov. 1954, p. 18) Appl. author: The Buchen Co. © 1Nov54; KK101602.
- Announcing the new Ripon funtime footwear. Styled to catch their mother's eye, priced to make their mother buy. (In Infants' & children's review, Nov. 1954, p. 38) Appl. author: The Buchen Co. © 25Oct54; KK101603.
- Aren't they precious? Baby Ripons. (Slipper socks) (In Infants' & children's review, Sept. 1954, p. 154) Appl. author: The Buchen Co. © 25Aug54; KK100002.
- Easy to put on, fun to keep on. Donald Duck Ripons. (Slipper socks) (In Parents', Sept. 1954, p. 131) Appl. author: The Buchen Co. © 27Aug54; KK100001.
- Finest boot sock made, new Husky by Ripon. (In Field & stream, Sept. 1954, p. 10) Appl. author: The Buchen Co. © 24Aug54; KK100323.

RIPON KNITTING WORKS. Cont'd.

The happiest folks on two feet get Ripons for Christmas. (Slipper socks) (In McCall's, Nov. 1954, p. 102) Appl. author: The Buchen Co. © 1Nov54; KK101601.

I love Ripons in the springtime, I love Ripons in the fall. (Slipper socks) (In Esquire apparel arts, July 1954, p. 105) Appl. author: The Buchen Co. © 1Jul54; KK98479.

Isn't there anything I can keep on their feet? Yes, Reindeer Ripons. (Slipper socks) (In Parents' magazine, Oct. 1954, p. 118) Appl. author: The Buchen Co. © 25Sep54; KK101299.

Lady Russell glove leather fashions, by Ripon. (Jackets) (In Vogue, Aug. 1, 1954, p. 67) Appl. author: The Buchen Co. © 1Aug54; KK98962.

Let Donald kick up sales. Donald Duck 3-D Ripons. (Slipper socks) (In Infants' & children's review, Oct. 1954, p. 106) Appl. author: The Buchen Co. © 25Sep54; KK101300.

New from Ripon. Reindeer pattern in all wool worsted. (Slipper socks) (In Infants' & children's review, July 1954, p. 111) Appl. author: The Buchen Co. © 25Jun54; KK98478.

New, Ripon's Husky, the all-wool boot sock with the non-slip heel. (In the Sporting goods dealer, June 1954, p. 178) Appl. author: The Buchen Co. © 10Jun54; KK98109.

So they hate shoes, and slippers aren't the answer. Buy them Rivi-eras by Ripon. (Footwear) (In Parents', June 1954, p. 99) Appl. author: The Buchen Co. © 10Jun54; KK98108.

Styled in the playgrounds of Europe, Rivi-eras by Ripon. (Footwear) (In Esquire, July 1954, p. 101) Appl. author: The Buchen Co. © 9Jun54; KK98107.

Warm enough for arctic troops. Polar Bear [socks] by Ripon. (In Field & stream, Oct. 1954, p. 92) Appl. author: The Buchen Co. © 24Sep54; KK101298.

RIT PRODUCTS CORPORATION. ©

Color all through the house. (Fabric tints & dyes) 23 p. Appl. author: Earle Ludgin & Co. © 15Nov54; KK101838.

Hooray for the all-weather shine. Shinola shoe polish. (In the American weekly, Sept. 26, 1954, p. 32) Appl. author: Earle Ludgin & Co. © 26Sep54; KK101903.

RITTS (HERBERT) INC., d.b.a. RITTS COMPANY. SEE Ritts Company.

RITTS COMPANY.

Tropitan makes a dramatic entrance in your home. (Furniture) (In House beautiful, Apr. 1953, p. 37) Appl. author: Carson-Roberts, inc. © Herbert Ritts, inc., d.b.a. Ritts Co.; 7Apr53 (in notice: 1952); KK98172.

RIVER BRAND RICE MILLS, INC. ©

Now, natural white rice cooks as fast as any. River brand, Carolina brand. (In Ebony, Dec. 1953, p. 96) © 10Nov53; KK101878.

ROBALE FOODS, INC. ©

New Prezzo pizza pie. 2 oven ready pizza pies. Label. © 8Jul54; KK98283.

ROBBIN PRODUCTS. ©

All purpose electrical service table with built in cabinet. Ad mat no. 168. Sheet. Appl. author: Meyer Robbin. © 25Aug54; KK100525.

Big 8 inch all metal tilt-arbor saw. 8-pc. dado set free. Blade tilts. Ad mat no. 256. Sheet. Appl. author: Meyer Robbin. © 4Feb54; KK100674.

Cannon & Du Pont orlon, combined to bring you this great pillow ensemble. Promotion no. 527. Sheet. Appl. author: Meyer Robbin. © 22Jul54; KK100524.

Chain drive tractor for girls and boys. Ad mat no. 810-A. Sheet. Appl. author: Meyer Robbin. © 5Oct54; KK100672.

50th anniversary sensation. 4 Beacon rayon-nylon Gold Label blankets. Ad mat no. 523. Appl. author: Meyer Robbin. © 22Jul54; KK100523.

[49 piece] Cummins de luxe electric do it yourself workshop. (Power tools) Ad mat no. 268. Sheet. Appl. author: Meyer Robbin. © 16Aug54; KK100527.

Free 10 day trial. 17 jewel Ruff & Tuff watch. \$5 flash camera free. Ad mat no. 607. Sheet. Appl. author: Meyer Robbin. © 1Sep54; KK100673.

Half price sale. 3 piece set, taper style matched luggage. Electric travel iron free. Ad mat no. 753. Sheet. Appl. author: Meyer Robbin. © 4Feb54; KK100670.

124 pc. Acapulco ensemble hand painted dinnerware, with matching glassware & silverware. Promotion no. 422. Sheet. Appl. author: Meyer Robbin. © 22Jul54; KK100522.

Oneida special introductory offer. Steel table with triple electric outlet. [32 pc.] Oneida stainless [flatware] Promotion no. 423. Sheet. Appl. author: Meyer Robbin. © 22Jul54; KK100520.

[Thirty-piece] hand cut imported crystal stemware. Ad mat no. 425. Sheet. Appl. author: Meyer Robbin. © 9Sep54; KK100669.

30 pc. high chrome steel drill set. Ad mat no. 270. Sheet. Appl. author: Meyer Robbin. © 10Aug54; KK100671.

2 for 1 sale. New de luxe home barber set. Electric clipper, new type shears, comb. Promotion no. 265. Sheet. Appl. author: Meyer Robbin. © 5Aug54; KK100521.

2 for the price of 1. Electre-steel servacart & all steel stool. Promotion no. 158. Sheet. Appl. author: Meyer Robbin. © 5May54; KK100667.

2 great names, 2 great values. Colored Cannon sheets & towel ensemble, Beacon Gold Label blankets. Promotion no. 910. Sheet. Appl. author: Meyer Robbin. © 5Aug54; KK100526.

Wm. A. Rogers' A-1 plus silverplate, by Oneida, ltd. Promotion no. 424. Sheet. Appl. author: Meyer Robbin. © 21Sep54; KK100668.

ROBERTON MANUFACTURING COMPANY. ©

Brazit barbecue. Pamphlet. © 15Jul54; KK99744.

Roberton Dial-A-Hite power mowers. Model CR-17, model CR-19. [No.] 7800. Catalog sheet. Appl. author: Frederick A. Robertson. © 8Oct54; KK101061.

Roberton Dial-A-Hite power mowers. Model 417C. [No.] 7802. Catalog sheet. Appl. author: Frederick A. Robertson. © 8Oct54; KK101063.

Roberton Dial-A-Hite power mowers. Model 419B. [No.] 7803. Catalog sheet. Appl. author: Frederick A. Robertson. © 8Oct54; KK101064.

Roberton Dial-A-Hite power mowers. Model 421C. [No.] 7804. Catalog sheet. Appl. author: Frederick A. Robertson. © 8Oct54; KK101065.

Roberton Dial-A-Hite power mowers. Model WR-17, model WR-19. [No.] 7801. Catalog sheet. Appl. author: Frederick A. Robertson. © 8Oct54; KK101062.

Roberton power mowers. Model ER-16. [No.] 7807. Catalog sheet. Appl. author: Frederick A. Robertson. © 8Oct54; KK101068.

Roberton power mowers. Model KE-25. [No.] 7806. Catalog sheet. Appl. author: Frederick A. Robertson. © 8Oct54; KK101067.

Roberton power mowers. Model PB-20. [No.] 7805. Catalog sheet. Appl. author: Frederick A. Robertson. © 8Oct54; KK101066.

ROBERTSON (H. H.) COMPANY. ©

A new method of caulking. Rope Seal. Folder. Appl. title: Lubrication manual sheet. © 22Jul54; KK98731.

ROBINSON, EVA MARIA G. DE. SEE De Robinson, Eva Maria G.

ROCK OF AGES CORPORATION. ©

Whenever your heart guides your hand ... Lewman, Perrow. (Monuments) (In Farm journal, Sept. 1954, p. 141) Appl. author: Harold Cabot & Co., inc. © 16Aug54; KK100162.

Whenever your heart guides your hand ... Maldon, Derron. (Monuments) (In Good housekeeping, Oct. 1954, p. 43) Appl. author: Harold Cabot & Co., inc. © 20Sep54; KK100163.

RODDENBERRY (W. B.) COMPANY, INC. ©

Pickle Patch super sweet fancy sweet mixed pickles. Net cont. 12 fl. ozs. Label. © 17Feb54; KK98537.

ROGERS, NAOMI FORD. ©

A coconut from Naples, Florida. Eat it or plant it. Post card. © 24May54; KK98202.

ROIZEN ADVERTISING AGENCY, INC. ©

Here are your free WBUF-TV gift cards to play the sensational new television game. Sheet. Appl. author: Roizen Advertising Agency, inc. © 7Sep54; KK101337.

RONSON CORPORATION. ©

Even mistletoe can't hold a candle to a new Ronson pocket [cigarette] lighter at Christmastime. (In Life, Nov. 15, 1954, p. 51) Appl. author: Wm. H. Weintraub & Co., inc. © 15Nov54; KK101711.

500 more lights with Ronson flints than with ordinary flints. (In Life, Aug. 16, 1954, p. 90) Appl. author: Wm. H. Weintraub & Co., inc. © 16Aug54; KK99242.

Hey pop, Ronson's making a new kind of electric shaver, to shave your tough old beard baby-smooth. (In Life, Nov. 8, 1954, p. 5) Appl. author: Wm. H. Weintraub & Co., inc. © 5Nov54; KK101929.

New. Ronsonol switch-spout makes refueling any lighter faster, easier. (Lighter fluid) (In Life, July 19, 1954, p. 8) Appl. author: Wm. H. Weintraub Co., inc. © 19Jul54; KK98460.

Ronson announces, amazing windproof [cigarette] lighter, only \$3.95. (In Life, July 26, 1954, p. 91) Appl. author: Wm. H. Weintraub Co., inc. © 26Jul54; KK98974.

Ronson Windlite stays lit on bow of speedboat. (Cigarette lighter) (In Life, Oct. 11, 1954, p. 11) Appl. author: Wm. H. Weintraub & Co., inc. © 11Oct54; KK100724.

- Sleek and elegant, Ronson's new table lighters. (In Life, Nov. 8, 1954, p. 136) Appl. author: Wm. H. Weintraub & Co., inc. © 5Nov54; KK101924.
- ROOT-LOWELL CORPORATION. © Jim sprayed, Tim didn't. Lowell sprayers and Root dusters. © 25Apr53; KK101464.
- ROSE, A. H. © School-bound, school days will soon be here again. Rose Specialty Shop. (Children's clothing & shoes) (In the Martinsburg Journal, Aug. 18, 1954, p. 3) © 18Aug54; KK99348.
- ROSELLE TILE COMPANY. © Roselle decorative metal tile. Folder. Appl. author: Richard D. Roselle. © 19Nov54; KK102124.
- ROSEN (RICHARDS) ASSOCIATES, INC. © A guide to pink elephants; cocktail napkins. Label. Appl. author: Richard Rosen. © 5May54; KK101070.
- ROSENBLATT AND KAHN, INC. © Bambury coats for girls, featuring add-a-year hems. (In Parents', Sept. 1953, p. 110) Appl. author: Sol Rosenblatt. © 1Sep53; KK100056.
- ROSS (J. O.) ENGINEERING CORPORATION. © Supertherm hermetically closed heating system. Folder. Appl. author: J. F. Gschwind. © 2Jul54; KK98060.
- ROSS (WILL) INC. © One Kenwood surgical dressing, O. B. Label. Appl. authors: John Ross & Frank Hyde. © 5Jan54; KK100994.
- ROSSIN (DONALD F.) COMPANY, INC. © Catalog no. 54. (Church supplies) 32 p. Appl. author: Donald F. Rossin. © 20May54; KK98280.
- ROUX DISTRIBUTING COMPANY, INC. © How to use Roux professional quick color creme formula. (Cosmetics) Folder. Appl. author: George Kremer, Jr. © 15Nov54; KK101998.
- ROX PRODUCTS COMPANY. If you're tired of fooling around with masonry paints that end up scaling from the walls ... Folder. Appl. author: Clark & Bobertz Agency, inc. © Henry W. Cairns, d.b.a. Rox Products Co.; 29Jun54; KK98049.
- Selling Rox with a 50,000 watt wallop all around the clock, all year 'round. Rox masonry paint. (In Building supply news, June 1, 1954, p. 270) Appl. author: Clark & Bobertz Agency, inc. © Henry W. Cairns, d.b.a. Rox Products Co.; 1Jun54; KK98214.
- 250,000 watts sell Rox all around the clock, all year 'round. Rox masonry paint. (In Hardware age, July 22, 1954, p. 511) Appl. author: Clark & Bobertz Agency, inc. © Henry W. Cairns, d.b.a. Rox Products Co.; 22Jul54; KK99798.
- ROYAL AIRCRAFT CORPORATION, a subsidiary of KEARNEY AND TRECKER CORPORATION. SEE Kearney and Trecker Corporation.
- RUBBER AND ASESTOS CORPORATION. © Bondmaster adhesives for film, foil, fabric and other web laminations. 11 p. Appl. author: Bernard E. Sugerman. © 26Jul54; KK98690.
- R & A adhesives for every industrial purpose. Folder. Appl. author: Bernard E. Sugerman. © 9Apr54; KK97868.
- RUBENS AND MARBLE, INC. © Rubens finest quality combed cotton knitted crib sheet. Label. © 5Aug54; KK99020.
- RUBINSTEIN (HELENA) INC. © Ever dream of going native? Wear Noa Noa; be Noa Noa. (Cosmetics) (In Vogue, Nov. 15, 1954, p. 55) © 15Nov54; KK102799.
- Have you summer-dried skin? (Cosmetics) (In the Philadelphia inquirer, Sept. 12, 1954, p. 40) © 12Sep54; KK101004.
- Helena Rubinstein presents the new American look. For these lovely brown haired beauties. (Cosmetics) (In Glamour, Nov. 1954, p. 53) © 19Oct54; KK101547.
- Helena Rubinstein presents the new American look. Too long neglected, brown-haired beauties. (Cosmetics) (In the New Yorker, Oct. 9, 1954, p. 94-95) © 9Oct54; KK100581.
- I want to be glamorous again. (Cosmetics) (In the Philadelphia inquirer, Sept. 19, 1954, p. 16) © 19Sep54; KK101002.
- It's new, Helena Rubinstein's Wear-With-All red lipstick. (In Look, Oct. 19, 1954, p. 60-61) © 19Oct54; KK101003.
- Only Helena Rubinstein can make these 6 deodorant claims. (Perfume deodorant pads) (In the Philadelphia inquirer, June 20, 1954, p. 8) © 20Jun54; KK98092.
- RUDIGER-LANG COMPANY. © Roll-Away window screens. Folder. Appl. author: Conley, Baltzer & Steward. © 12Nov54; KK101845.
- RUPPERT KNICKERBOCKER BEER. Less filling, more delicious too. [Can on left side of ad] (In Newsday, June 29, 1954, p. 17) Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 29Jun54; KK99714.
- Less filling, more delicious too. Come join the picnic. See if you don't agree. (In New York Journal American, Aug. 4, 1954, p. 36) Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 4Aug54; KK99711.
- Less filling, more delicious too. Come join the picnic. Yes, Knickerbocker, glass after glass. (In Daily news, New York, July 14, 1954, p. 43) Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 14Jul54; KK99476.
- Less filling, more delicious too. [Lawn party] (In New York Journal American, Aug. 11, 1954, p. 34) Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 11Aug54; KK101143.
- Less filling, more delicious too. [Two women & two men; beach scene] (In Newsday, Aug. 24, 1954, p. 22) Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 24Aug54; KK99712.
- Less filling, more delicious too. [Woman preparing food, man watching] (In Newsday, Aug. 11, 1954, p. 22) Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 11Aug54; KK99713.
- RUSSELL UNIFORM COMPANY. © The new leather pouch for summons book and cover. Sheet. Appl. author: Joseph A. Russell. © 15Nov54; KK102611.
- S AND S MASTER-LITH, INC. © Keep your name before the public, with SkyLine adhesive coated stick-on emblems. Folder. Appl. author: John Snell. © 1Nov54; KK101419.
- S AND S SALES. © Aqua-Ball; now you can really play in your swimming pool with the new Aqua-Ball game ... Sheet. Appl. authors: Clifford A. Schroeder & John A. Stone. © 1Dec54; KK102409.
- Aqua-Ball; the new swimming pool game. Sheet. Appl. authors: Clifford A. Schroeder & John A. Stone. © 26Nov54; KK102410.
- SKF INDUSTRIES, INC. © Field engineering service. (Ball bearings & pillow blocks) (In Mechanical catalog, 1955, p. 18) Appl. author: Robert G. Moore. © 1Oct54; KK102009.
- Which bearing has more capacity? SKF ball and roller bearings. (In Mill & factory, Sept. 1954, p. 329) Appl. author: Robert George Moore. © 1Sep54; KK100626.
- The whooooo whooo whooo whooo can be eliminated. SKF freighter roller bearings. (In Newsweek, May 4, 1953, p. 14) Appl. author: Andrew J. Lyons. © 4May53; KK99109.
- S. O. S. COMPANY. © When food sticks, Tuffy cleans it off, then rinses clean itself. (In Family circle, May 1953, p. 88) Appl. author: Margaret Petsch. © 20Apr53; KK99082.
- SACONY, A DIVISION OF S. AUGSTEIN AND COMPANY, INC. SEE Augstein (S.) and Company, inc.
- ST. MARYS WOOLEN MANUFACTURING COMPANY. © Good morning, darling. St. Marys blankets. (In Ladies' home journal, Oct. 1954, p. 123) Appl. author: Gibbons-O'Neill, inc. © 24Sep54; KK101575.
- More sales power to you. St. Marys blankets. Folder. Appl. author: Gibbons-O'Neill, inc. © 10Sep54; KK100272.
- SAINT PAUL CORRUGATING COMPANY. © Lux-Right, the original steel Area-walls for basement window wells. Folder. Appl. author: Lawrence A. Koch. © 7Oct54; KK101875.
- SALERNO-MEGOWEN BISCUIT COMPANY. © Salerno crowns, delicious devil's food cake. Net weight 6 ounces. Label. Appl. author: Arno Juntunen. © 23Nov54; KK101789.
- Salerno pure chocolate buds, delicious devil's food cake. Net weight 6 ounces. Label. Appl. author: Arno Juntunen. © 6Nov54; KK101843.
- Salerno walnut tops, delicious devil's food cake. Net wt. 6 oz. Label. Appl. author: Arno Juntunen. © 22Dec54; KK102719.
- SALESMEN'S WONDERMART, INC. © Will you be the 1 out of 50? (Household appliances) Sheets. Appl. author: Vincent Scari. © 9Jul54; KK98186.
- SALZ, HAYIM WOLF. © For faster, more economical collections ... Graphicraft friendly reminders ... Folder. © 25Oct54; KK101027.

SAMANN, JULIUS. ©

For best results ... HouSweet.
(Absorbent bodies impregnated
with air perfuming & deodorizing
substances) Label. Appl. au-
thor: Al Moore. © 15Oct54;
KK101505.

Sweetens & freshens air in your car,
home, office. HouSweet. (Absorb-
ent bodies impregnated with air
perfuming & deodorizing sub-
stances) Display poster. Appl.
authors: Al Moore & Karl Griot.
© 1Nov54; KK101899.

SANA ASSOCIATES. ©

Now, a new golf club that reduces
your score. Appl. author: Frank
J. Mahoney. © 20Jun54; KK98221.

SANDERS, HARLAND. ©

Tender and tasty. Colonel Sanders'
recipe, Kentucky fried chicken.
Label. © 15Feb54; KK102363.

SANDSTROM, LOUISE MARIA. ©

Oak Ridge Manor salad dressing.
Label. © 1Jun54; KK98031.

SASSER, NANCY.

Product Bingo game. SEE Bugg,
Loyal L.

SAVINGS BANKS ASSOCIATION OF THE STATE
OF NEW YORK. ©

Taking good care of your dollars, so
they'll take good care of you.
36 p. Appl. author: Edward L.
Stamm. © 31Mar54; KK98889.

SAVOY FOODS, INC. ©

Savoy Holland dressing for delicious
salads. 8 fl. ozs. Label.
© 5Aug54; KK99640.

SCHAEFER, AUGUST GOTTFRIED, d.b.a.

VICTOR SPECIALTIES. SEE Victor
Specialties.

SCHAFER, HOWARD.

Big Boy juicy submarine, a meal in
its self. Poster. © Howard
Schaffer & Pete Jagodzinski;
18Jun54; KK99017.

SCHENLEY DISTILLERS, INC. ©

Why weight? Some facts about whis-
key and your waistline. Enjoy
Cream of Kentucky. (In Journal
every-evening, Wilmington, Del.,
July 14, 1954, p. 44) Appl. au-
thor: Grey Advertising Agency,
inc. © 14Jul54; KK98712.

SCHENLEY DISTILLERS, INC. SEE ALSO

Ancient Age Distilling Company.
Stagg Distilling Company.

SCHENLEY DISTRIBUTORS, INC. ©

Like a tall, frosty drink of the
best-tasting whiskey in ages? (In
Ebony, June 1954, p. 81) Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 8May54; KK98882.

Summertime is Schenley time. When
friends say, man this hits the
spot, point with pride to Schenley.
(In Life, July 19, 1954) Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 15Jul54; KK101016.

Want a drink that's famous for its
fabulous flavor? (In Life, Mar.
29, 1954) Appl. author: Batten,
Barton, Durstine & Osborn, inc.
© 26Mar54; KK97760.

Want to be famous for fabulous
drinks? (In Ebony, May 1954, p.
99) Appl. author: Batten, Bar-
ton, Durstine & Osborn, inc.
© 10Apr54; KK98883.

When friends ask, how do you make
'em this good? Point with pride
to Schenley. (In Look, Sept. 21,
1954) Appl. author: Batten, Bar-
ton, Durstine & Osborn, inc.
© 7Sep54; KK101015.

When you want to serve the best-
tasting whiskey in ages, point to
Schenley. (In Life, May 10, 1954)
Appl. author: Batten, Barton, Dur-
stine & Osborn, inc. © 7May54;
KK98881.

SCHENLEY LABORATORIES, INC. ©

Acute acuchi. Member of the largest
group of mammals ... Titalac.
(Pharmaceuticals) Post card.
© 15Nov54; KK102290.

Adaptive adept. Wonderfully adapted
to its environment is Jackson's
chameleon ... Titalac. (Pharma-
ceuticals) Post card.
© 15Nov54; KK102291.

Amative amphibian. The spotted
salamander pursuing its amours
... Titalac. (Pharmaceuticals)
Post card. © 13Dec54; KK102741.

Bean stalk. Ediol. [Boy being
measured] (Pharmaceuticals)
Post card. © 29Nov54;
KK102752.

Blueprint for diagnosis and manage-
ment of underweight. Ediol.
(Pharmaceuticals) Folder.
© 14Jun54; KK97998.

Calories can add more than weight.
Ediol. (Pharmaceuticals) Post
card. Appl. author: L. W. Froh-
lich & Co., inc. © 30Sep54;
KK101653.

Calories can be the clue to charm.
Ediol. (Pharmaceuticals) Post
card. Appl. author: L. W. Froh-
lich & Co., inc. © 30Sep54;
KK101654.

Carping carnivore. The sea lion
... is a marvel of grace ...
Titalac. (Pharmaceuticals)
Post card. © 10Dec54; KK102740.

Cigarettes, coffee, sandwich for
lunch. Ediol. [Girl on tele-
phone] (Pharmaceuticals) Post
card. © 26Nov54; KK102751.

Dour douroucouli. Titalac. (Phar-
maceuticals) Post card. Appl.
author: L. W. Frohlich & Co., inc.
© 7Oct54; KK101662.

Epicurean epic. Neither oranges nor
marbles, but a boatload of in-
flated North Atlantic blowfish ...
Titalac. (Pharmaceuticals) Post
card. © 15Nov54; KK102309.

Fleeting fly. Spring's brief
visitant ... the Mayfly ...
Titalac. (Pharmaceuticals)
Post card. © 29Nov54; KK102743.

For active youngsters. Ediol.
(Pharmaceuticals) Post card.
© 26Jul54; KK97932.

For busy young mothers. Ediol.
(Pharmaceuticals) Post card.
© 6Jul54; KK97933.

For convalescents. Ediol. cElderly
woman with crutches (Pharma-
ceuticals) Post card. © 28Jul54;
KK99045.

For convalescents. Ediol. cSmall
girl cutting material (Phar-
maceuticals) Post card.
© 24May54; KK97931.

For older patients. Ediol. (Phar-
maceuticals) Post card.
© 15Jul54; KK97934.

For summertime underweight. Ediol.
(Pharmaceuticals) Post card.
© 28Jul54; KK99043.

For your peptic ulcer patients, in
order to create a more perfect
understanding. Titalac. (Phar-
maceuticals) Pamphlet.
© 17Jun54; KK97999.

Formidable formivore. Titalac.
(Pharmaceuticals) Post card.
Appl. author: L. W. Frohlich &
Co., inc. © 7Oct54; KK101664.

Grim Gila. Miniature descendent
csics of the dinosaurs ...
Titalac. (Pharmaceuticals)
Post card. © 13Dec54; KK102746.

Impractical patent. A monument to
the theory that complexity is its
own reward ... Dorbane. (Pharma-
ceuticals) Post card.
© 17Nov54; KK102299.

Impractical patent. Air-conditioned
rocking chair designed to make
cooling-off a breeze. Dorbane.
(Pharmaceuticals) Post card.
Appl. author: L. W. Frohlich &
Co., inc. © 14Oct54; KK101659.

Impractical patent. Combining the
more hazardous features ... Dor-
bane. (Pharmaceuticals) Post
card. © 17Nov54; KK102293.

Impractical patent. Designed to
drive cattle from railroad tracks
... Dorbane. (Pharmaceuticals)
Post card. © 17Nov54; KK102301.

Impractical patent. Eager to adopt
any new fashion ... Dorbane.
(Pharmaceuticals) Post card.
© 17Nov54; KK102292.

Impractical patent. Exit mal de mer.
Dorbane. (Pharmaceuticals) Post
card. © 17Nov54; KK102306.

Impractical patent. Forearmed with
this cork-lined steamer trunk ...
Dorbane. (Pharmaceuticals) Post
card. © 17Nov54; KK102308.

Impractical patent. Hat tipper for
the dapper gent observing propri-
ety on wintry days ... Dorbane.
(Pharmaceuticals) Post card.
Appl. author: L. W. Frohlich &
Co., inc. © 14Oct54; KK101660.

Impractical patent. No source of
fear for an acrophobe ... Dor-
bane. (Pharmaceuticals) Post
card. © 8Nov54; KK102294.

Impractical patent. Not a spine-
straightener, but an improved bi-
cycle. Dorbane. (Pharmaceuti-
cals) Post card. © 8Nov54;
KK102297.

Impractical patent. Parachute fire
escape, wearer merely leaps from
window. Dorbane. (Pharmaceuti-
cals) Post card. Appl. author:
L. W. Frohlich & Co., inc.
© 14Oct54; KK101657.

Impractical patent. Shades of Dae-
dalus, or, man's flight trium-
phant. Dorbane. (Pharmaceuti-
cals) Post card. © 8Nov54;
KK102296.

Impractical patent. Tapeworm trap
to lure wary denizens of the ali-
mentary canal. Dorbane. (Pharma-
ceuticals) Post card. Appl. au-
thor: L. W. Frohlich & Co., inc.
© 14Oct54; KK101656.

Impractical patent. This automatic
bed fan was supposed to ward off
insects ... Dorbane. (Pharmaceu-
ticals) Post card. Appl. au-
thor: L. W. Frohlich & Co., inc.
© 14Oct54; KK101658.

Impractical patent. When this dim-
ple inducer was invented ... Dor-
bane. (Pharmaceuticals) Post
card. © 8Nov54; KK102295.

Impractical patent. With this in-
sidious device, the post-alarm
snootie is forever lost. Dorbane.
(Pharmaceuticals) Post card.
© 8Nov54; KK102298.

Impractical patent. Yankee ingen-
uity never shone more brightly ...
Dorbane. (Pharmaceuticals) Post
card. © 8Nov54; KK102289.

Kids always on the go. Ediol.
(Pharmaceuticals) Post card.
© 28Jul54; KK99046.

Memories provide no calories. Ediol.
(Pharmaceuticals) Post card.
Appl. author: L. W. Frohlich & Co.,
inc. © 30Sep54; KK101652.

Meticulous marsupial. The original teddy bear, the koala ... Titralac. (Pharmaceuticals) Post card. © 10Dec54; KK102742.

Point. Dear Doctor ... Ediol. (Pharmaceuticals) Post card. © 19Nov54; KK102305.

Pounds are better than padding. Ediol. (Pharmaceuticals) Post card. Appl. author: L. W. Frohlich & Co., inc. © 30Sep54; KK101651.

Precarious balance. Ediol. [Youngsters ice skating] (Pharmaceuticals) Post card. © 10Dec54 (in notice: 1955); KK102747.

Predacious piranha. Titralac. (Pharmaceuticals) Post card. Appl. author: L. W. Frohlich & Co., inc. © 7Oct54; KK101663.

Primitive primate ... A tree-dwelling distant relative of man is the Tupai ... Titralac. (Pharmaceuticals) Post card. © 29Nov54; KK102750.

Primitive primate. Strange dweller the rare potto ... Titralac. (Pharmaceuticals) Post card. © 26Nov54; KK102744.

Sessile seafarer. No winged Mercury, the gooseneck barnacle ... Titralac. (Pharmaceuticals) Post card. © 15Nov54; KK102307.

Tense young moderns. Ediol. (Pharmaceuticals) Post card. © 28Jul54; KK99044.

This is the bud that judges the antacid you prescribe. Titralac. (Pharmaceuticals) Folder. © 7Jul54; KK99694.

This is the lesion that benefits from prompt, prolonged antacid action. Titralac. (Pharmaceuticals) Folder. © 19Jul54; KK99695.

Thrill of a lifetime. Ediol. [Boys and girls dancing] (Pharmaceuticals) Post card. © 8Dec54; KK102748.

Triassic tuatera. A veritable fossil ... Titralac. (Pharmaceuticals) Post card. © 26Nov54; KK102745.

When everyday tasks look like this. Sedamyl [and] Euphased-5. [Elevator operator] (Pharmaceuticals) Folder. © 15Nov54; KK102303.

When everyday tasks look like this. Sedamyl [and] Euphased-5. [Housewife] (Pharmaceuticals) Folder. © 1Nov54; KK102304.

When everyday tasks look like this. Sedamyl [and] Euphased-5. [Kindergarten scene] (Pharmaceuticals) Post card. © 22Dec54 (in notice: 1955); KK102749.

When everyday tasks look like this. Sedamyl [and] Euphased-5. [Salesgirl] (Pharmaceuticals) Folder. © 15Nov54; KK102302.

When everyday tasks look like this. Sedamyl [and] Euphased-5. [Telephone operators] (Pharmaceuticals) Folder. Appl. author: L. W. Frohlich & Co., inc. © 14Oct54; KK101655.

The winner, but caloric surplus took a licking. Ediol. (Pharmaceuticals) Post card. © 19Nov54; KK102300.

Winsome wou-wou. Titralac. (Pharmaceuticals) Post card. Appl. author: L. W. Frohlich & Co., inc. © 7Oct54; KK101661.

SCHERING CORPORATION. ©
In hay fever and other allergies, Chlor-Trimeton provides substantial to complete relief ... (Anti-histaminic drugs) Folder. © 24Aug53; KK98308.

SCHIEFFELIN AND COMPANY. ©
Have you met Cora? When Cora comes to a party everybody notices the difference. Imported Cora vermouth. (Alcoholic beverage) (In Gourmet, Oct. 1954, p. 7) Appl. author: Abbott Kimball Co., inc. © 10Oct54; KK101832.

SCHILLER, CHARLES P., d.b.a. CITRA PRODUCTS. SEE Citra Products.

SCHLING (MAX) SEEDSMEN, INC.
Christmas is the time for gifts that bring joy in living. (Home & garden accessories) 31 p. Appl. author: Fairfax, inc. © Max Schling Seedsmen, inc. (in notice: Max Schling Seedsmen, inc.); 10Oct54; KK100458.

SCHLITZ (JOS.) BREWING COMPANY. ©
The greatest beer on earth. [Design no. 5128. Circus] Poster. © 1Aug54; KK98931.

If you like beer, you'll love Schlitz. [Beach scene] (In Life, July 5, 1954, p. 67) © 5Jul54; KK98919.

If you like beer, you'll love Schlitz. [Beer butcher boy with bottle in right hand, cup in left; color] (In Ebony, July 1954, p. 37) © 1Jul54; KK98924.

If you like beer, you'll love Schlitz. [Beer butcher boy with cup in right hand, bottle in left; black & white] (In Newark evening news, June 30, 1954, p. 30) © 30Jun54; KK98922.

If you like beer, you'll love Schlitz. [Design no. 5125. Grocery clerk] Poster. © 1May54; KK98927.

If you like beer, you'll love Schlitz. [Design no. 5126. Beer butcher boy; baseball] Poster. © 1Jun54; KK98929.

If you like beer, you'll love Schlitz. [Grocery clerk with pencil behind left ear; black & white] (In Portland evening express, June 30, 1954, p. 15) © 30Jun54; KK98921.

If you like beer, you'll love Schlitz. [Grocery clerk with pencil behind right ear; color] (In Life, May 17, 1954, p. 105) © 17May54; KK98918.

If you like beer, you'll love Schlitz. [Man lying in hammock] (In the Detroit news, July 14, 1954, p. 60) © 14Jul54; KK98923.

New, a half-quart can, first time in brewing history. (In Grocer-graphic, July 20, 1954, p. 15) © 20Jul54; KK98926.

Presenting the first half-quart can in brewing history. (In the Newark evening news, July 14, 1954, p. 29) © 14Jul54; KK98920.

The sign that brings them in. (In Wisconsin beverage journal, May 1954, p. 29) © 1May54; KK98925.

There's no substitute for Schlitz. [Design no. 5127. Man in brown hat] Poster. © 1Jul54; KK98930.

There's no substitute for Schlitz. [Design no. 5128. Garden girl] Poster. © 1Aug54; KK98928.

You can't make a mistake. (In Club management, Oct. 1, 1953, p. 51) © 10Oct53; KK100126.

SCHLOSS, HERBERT A., t.a. PEP-PA-MIN-IT COMPANY OF BALTIMORE. SEE Pep-Pa-Min-It Company of Baltimore.

SCHLUTTIG, PEARL L. ©
Bradstreet & Bradstreet perfumer, cosmetics. This is your analysis chart. Sheet. © 30Aug54; KK99944.

Lady Bradstreet. (Cosmetics) Label. © Pearl L. Schluttig, d.b.a. Lady Bradstreet; 31Aug54; KK100080.

SCHMID (JULIUS) INC. ©
Optimum barrier; Ramses vaginal jelly ... Optimum combination ... Ramses Tuk-A-Way kit ... Card. © 18Oct54; KK101500.

SCHOENE (F.) BRASS MANUFACTURING COMPANY. ©
New Hydro-King 1 1/2" discharge, heavy duty sump pump. Sheet. © 3Dec54; KK102156.

SCHOENEMAN (J.) INC. ©
Don't simmer. Imported Coronado. (Men's clothing) Folder. Appl. author: Charles Cahn. © 15Sep54; KK100627.

How do you look at 10? Will-O-Wisp dacron and worsted summer suit. Folder. Appl. author: Charles Cahn. © 15Sep54; KK100629.

I hardly know him. He looks so smart in his new Kingsridge suit. Folder. Appl. author: Charles Cahn. © 15Sep54; KK100628.

Let's go. Imported Coronado worsted/mohair summer suit. Folder. Appl. author: Charles Cahn. © 15Sep54; KK100630.

Philadelphia's lightweight champ. Aerzone, the lightweight champ of worsted suits. Folder. Appl. author: Charles Cahn. © 15Sep54; KK100632.

Round the calendar, 4 seasons pure worsted suit. Sheet. Appl. author: Charles Cahn. © 15Sep54; KK100631.

Spring, summer, fall, 3-time winner. Perfect 3 season suit, Tipperary. Folder. Appl. author: Charles Cahn. © 15Sep54; KK100633.

SCHOLL MANUFACTURING COMPANY, INC. ©
How to trim and care for toe nails using Dr. Scholl's nail clip set. Folder. Appl. author: William Mathias Scholl. © 7Jul54; KK98383.

SCHROEDERMEIER, KATHRYN S. ©
New and western K and A Wheat Sweets. Weight 8 oz. (Candy) Label. © 1Nov54; KK101922.

SCHWARTZ, STANFORD H., d.b.a. NOVEL CRAFT. SEE Novel Craft.

SCHWEN ICE CREAM AND CANDY COMPANY. ©
Fudgie; imitation sweet chocolate coating. Net contents 3 fluid ozs. Label. © 14Sep54; KK99935.

Ice cream. Rainbow. 1 pt. liq. Label. Appl. author: Russel Luedke. © 3Dec54; KK102533.

Pop-C-Twin water ice. Net contents 4 fluid ounces. Label. © 14Sep54; KK99934.

Sambo chocolate covered ice milk. Net contents 3 fluid ozs. Label. © 14Sep54; KK99933.

SCHWERIN, ARTHUR. ©
Merchant Prince. (Game) Label. © 1Jan53; KK100930.

SCIANNA, JASPER.
Take em' home by the bag. Parkway Big Girl [sandwiches] Label. © Jasper Scianna & William Giles; 9Aug54; KK99059.

SCOTT PRODUCTS COMPANY. ©
Laurie Scott jump rope. Label. Appl. author: George M. Hambleton. © 5Nov54; KK101849.

SCULLY SIGNAL COMPANY. ©
3 ways to modernize oil burner installations. Install Ventalarm, install Scully gauge, or install this combination, Ventalarm gauge. (In Domestic engineering, Sept. 1953, p. 251) Appl. author: Kenneth J. Garland. © 1Sep53; KK101334.

SEAFOOD PRODUCERS ASSOCIATION. ©

This week have one meal of deep sea scallops. Sea harvest of the great New Bedford fleet. (In the Standard-times, New Bedford, Mass., June 7, 1954, p. 7) Appl. author: T. C. McPartland. © 7Jun54; KK99183.

SEARER, HAROLD JOHN, d.b.a. SEARER RUBBER CO. SEE Searer Rubber Company.

SEARER RUBBER COMPANY.

Steadifed plastic bouncer. (Un-breakable nursing bottle) Label. © Harold John Searer, d.b.a. Searer Rubber Co.; 26Jul54; KK99237.

SEARLE (G. D.) AND COMPANY. ©

Iodochlorol brand of chloriodized oil. Searle radiopaque agent. (Pharmaceutical) Folder. © 6Jul54; KK98195.

SEASON-ALL SALES CORPORATION. ©

New, different, unique. The beautiful deluxe Season-all aluminum combination storm-screen door. Folder. Appl. author: John R. Burke. © 15Apr54; KK100725.

SEBASTIAN STUDIO, INC. ©

Exquisite Sebastian Miniatures. Charles Dickens story series. (Figurines) Sheet. Appl. author: Louis Edward Sissman. © 7Dec53; KK98866.

Exquisite Sebastian Miniatures. Mark Twain story series. (Figurines) Sheet. Appl. author: Louis Edward Sissman. © 7Dec53; KK98864.

Exquisite Sebastian Miniatures. Mother and child story series. (Figurines) Sheet. Appl. author: Louis Edward Sissman. © 7Dec53; KK98867.

Exquisite Sebastian Miniatures. New England characters story series. (Figurines) Sheet. Appl. author: Louis Edward Sissman. © 7Dec53; KK98863.

Exquisite Sebastian Miniatures. Outstanding Americans story series. (Figurines) Sheet. Appl. author: Louis Edward Sissman. © 7Dec53; KK98865.

SECO MANUFACTURING COMPANY. ©

Seco announces another exclusive, the Fly-Back interval checker. (Grid circuit tube testers) Folder. Appl. author: Edward Alvin Bramsen. © 10Oct54; KK101228.

Seco-Eye foresees TV trouble. Seco grid circuit tube tester. cOrange Folder. Appl. author: Edward Alvin Bramsen. © 10Oct54; KK101226.

Seco-Eye foresees TV trouble. Seco grid circuit tube tester. cYellow Folder. Appl. author: Edward Alvin Bramsen. © 15Mar54; KK97800.

SECURITY INSURANCE COMPANY OF NEW HAVEN. ©

Agency sales bulletin. Do you have a definite policy about granting credit? Folder. Appl. author: Wilson, Haight, Welch & Grover, inc. © 1Jul54; KK97965.

SEELMAN, JOHN JOSEPH, d.b.a. VENTISED PRODUCTS CO. SEE Ventised Products Company.

SEEMAN BROTHERS. ©

Having trouble with your nylons? Nylast for washing nylons. (In Life, Nov. 15, 1954, p. 148) Appl. author: Wm. H. Weintraub & Co., inc. © 15Nov54; KK101710.

When you've fish to fry, keep Air-Wick by. (Household deodorant) (In Life, Nov. 15, 1954, p. 142) Appl. author: Wm. H. Weintraub & Co., inc. © 15Nov54; KK101712.

SEITZ OIL PRODUCTS REFINING CORPORATION. ©

Hot-Rod hi-speed motor oil. 2 gallon can. Label. Appl. author: Jay A. Seitz. © 18Sep54; KK100689.

Seitz 100 o/o pure re-refined motor oil. One quart. Label. Appl. author: Jay A. Seitz. © 1Jul54; KK100847.

SELF WINDING CLOCK COMPANY, INC.

Proven, continuous dynamic strain measurement. Another application achievement of the Kybernetes electronic scanning system. (In Instrument & apparatus news, Sept.-Oct. 1954, p. 3) Appl. author: Mark Probst. © Kybernetes Corp., division of Self Winding Clock Co., inc.; 25Oct54; KK101618.

SERVICE DIAMOND TOOL COMPANY. ©

Hardness conversion numbers based on Rockwell B [and] C. (Hardness testing machines) Conversion chart. Appl. author: Louis Small. © 1Nov54; KK101441.

SETTLE, JOHN ALVIN.

Alphaletts make neat signs. (Letter labels) Sheet. © John Alvin Settle (in notice: Alvin Settle); 10Jul54; KK98151.

SEVEN-UP COMPANY. ©

Enjoy a 7-Up float. (Soft drink) (In Chicago daily tribune, July 9, 1954, p. 5) Appl. author: J. Walter Thompson Co. © 9Jul54; KK99036.

Enjoy summer's coolest treat. 7-Up float. (Soft drink) (In the Evening bulletin, Philadelphia, July 15, 1954, p. 20) Appl. author: J. Walter Thompson Co. © 15Jul54; KK99034.

For thirsts as big as Texas, try summer's coolest treat. 7-Up float. (Soft drink) (In the Boston daily globe, July 1, 1954, p. 24) Appl. author: J. Walter Thompson Co. © 1Jul54; KK98246.

Forecast: Bright and smiley faces when you serve this double treat ... 7-Up float. (Soft drink) (In the Comic weekly (Chicago American), July 4, 1954, p. 6) Appl. author: J. Walter Thompson Co. © 4Jul54; KK98247.

If you're thirsty, if you're hot, if you're grown-up or you're not ... 7-Up float. (Soft drink) (In Chicago daily tribune, July 1, 1954, p. 10) Appl. author: J. Walter Thompson Co. © 1Jul54; KK98248.

The new, smart way to keep plenty of 7-Up on hand. 24-bottle supply 7-Up family pack. (Soft drink) (In Springfield daily news, Springfield, Mass., July 15, 1954, p. 10) Appl. author: J. Walter Thompson Co. © 15Jul54; KK99037.

Now, get 7-Up in the handy new 7-Up family pack. (Soft drink) (In Springfield daily news, Springfield, Mass., July 8, 1954, p. 18) Appl. author: J. Walter Thompson Co. © 8Jul54; KK100071.

Now is the season of all the year, when doorbells jingle and company's here. (Soft drink) (In Look, Nov. 16, 1954, p. 24-25) Appl. author: J. Walter Thompson Co. © 2Nov54; KK101672.

Some nice night when stars are peeping, have a picnic on the beach. Fresh up with Seven-Up. (Soft drink) (In the Comic weekly (Chicago American), Aug. 1, 1954, p. 7) Appl. author: J. Walter Thompson Co. © 1Aug54; KK99033.

Some nice night when stars are peeping, have a picnic on the beach. You like it, it likes you. (Soft drink) (In Look, Aug. 10, 1954, p. 3 of cover) Appl. author: J. Walter Thompson Co. © 27Jul54; KK99031.

Sparkling Seven-Up and popcorn. Enjoy the all-family drink. Enjoy sparkling, crystal-clear 7 Up. (Soft drink) (In Chicago Sunday tribune, Oct. 10, 1954, p. 10) Appl. author: J. Walter Thompson Co. © 10Oct54; KK100717.

Sparkling Seven-Up and popcorn. Fresh up with Seven-Up. Sparkling, crystal-clear 7-Up ... (Soft drink) (In Life, Oct. 18, 1954, p. 56) Appl. author: J. Walter Thompson Co. © 15Oct54; KK101671.

That harvest sun is really beating. Fresh up with Seven-Up. (Soft drink) (In the Comic weekly (Chicago American), Sept. 5, 1954, p. 1) Appl. author: J. Walter Thompson Co. © 5Sep54; KK100203.

When that harvest sun's a-beating, thirsts are mighty hard to chase. Fresh up with Seven-Up. (Soft drink) (In Life, Sept. 27, 1954, p. 115) Appl. author: J. Walter Thompson Co. © 24Sep54; KK100202.

Why does grass insist on growing, making work for all us men? (Soft drink) (In the Saturday evening post, June 26, 1954, p. 94) Appl. author: J. Walter Thompson Co. © 23Jun54; KK98245.

SHALDA MANUFACTURING COMPANY, INC. ©

Lightscaping beautifies landscaping. (Floodlighting equipment) Catalog sheet. Appl. author: William Shalda. © 12Jan54; KK99467.

SHARON STEEL CORPORATION.

Brainard shoring system using Brainard scaffolding. Folder. Appl. author: Howard B. Reed. © Brainard Steel Division of Sharon Steel Corp.; 17Sep54; KK100962.

SHAVER, JOHN W. ©

Troublesome typewriters, tax talented, typists tempers. Sheet. © 30Oct54; KK102329.

SHEAFFER (W. A.) PEN COMPANY. ©

Dunking is for doughnuts, not for pens. Sheaffer's new Snorkel [fountain] pen. (In Better homes & gardens, Sept. 1953, p. 38) Appl. author: Russel M. Seeds Co. © 1Sep53; KK98896.

Ends dunk filling. Sheaffer's Snorkel [fountain] pen. [7 3/4 x 5 1/2 in. ad] (In Coronet, June 1953, p. 4 of cover) Appl. author: Russel M. Seeds Co. © 1Jun53; KK98894.

Ends dunk filling. Sheaffer's Snorkel [fountain] pen. [10 x 7 in. ad] (In the National geographic, May 1953, p. 4 of cover) Appl. author: Russel M. Seeds Co. © 1May53; KK98893.

Ends dunk filling. Sheaffer's Snorkel [fountain] pen. This picture tells the story ... (In Collier's, May 23, 1953, p. 2 of cover) Appl. author: Russel M. Seeds Co. © 19May53; KK98895.

Like sippin' soda thru a straw. Sheaffer's new Snorkel [fountain] pen. The filling tube of Sheaffer's Snorkel pen reaches out to drink the ink, then retracts. (In Coronet, Sept. 1953, p. 4 of cover) Appl. author: Russel M. Seeds Co. © 1Sep53; KK98897.

Like sippin' soda thru a straw. Sheaffer's new Snorkel [fountain] pen. With Sheaffer's Snorkel pen,

- the magic filling tube reaches out to drink the ink, then retracts. (In Life, Aug. 10, 1953, p. 2 of cover) Appl. author: Russel M. Seeds Co. © 7Aug53; KK98903.
- Look again, it's Sheaffer's new Snorkel [fountain] pen. (In Esquire, Sept. 1953, p. 2 of cover) Appl. author: Russel M. Seeds Co. © 1Sep53; KK98900.
- M-m-m-boy, what a gift, Sheaffer's new Snorkel [fountain] pen. (In Better homes & gardens, Nov. 1953, p. 3 of cover) Appl. author: Russel M. Seeds Co. © 1Nov53; KK98899.
- More pep for your pen with Sheaffer's Skrip, America's no. 1 ink. (In Sensation mystery (National comics magazine), May-June 1953, p. 4 of cover) Appl. author: Russel M. Seeds Co. © 1May53; KK98898.
- New Snorkel [fountain] pen. World's finest pen, yet not a costly gift. Sheaffer pens from \$3.75. (In Holiday, Dec. 1953, p. 77) Appl. author: Russel M. Seeds Co. © 1Dec53; KK98901.
- New Snorkel [fountain] pen. World's finest pen, yet not a costly gift. World's only clean-filling pen, from \$7.50. (In Coronet, Dec. 1953, p. 4 of cover) Appl. author: Russel M. Seeds Co. © 1Dec53; KK98892.
- So the point stays clean. Sheaffer's Snorkel [fountain] pen. (In the Saturday evening post, Mar. 28, 1953, p. 205) Appl. author: Russel M. Seeds Co. © 25Mar53; KK98902.
- SHELL OIL COMPANY. ©**
Ave, Somne, ecce novus socius. (Lubricants) (In the Saturday evening post, Aug. 21, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 18Aug54; KK99697.
- How close is a bull's-eye? (Petroleum products) (In the Saturday evening post, Sept. 18, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 15Sep54; KK100446.
- Meet the mileage maker. (Lubricants) (In the Saturday evening post, July 24, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 21Jul54; KK99696.
- Quick way to say cacauatl. (Petroleum products) (In the Saturday evening post, Oct. 16, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 13Oct54; KK101755.
- With a better bounce built in. (Petroleum products) (In the Saturday evening post, Nov. 13, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 10Nov54; KK102391.
- Youngster with a grown-up grip. (Lubricants) (In the Saturday evening post, June 26, 1954, p. 2) Appl. author: J. Walter Thompson Co. © 23Jun54; KK99698.
- SHERMAN (MARY) INC. ©**
Mary Sherman bubbling bath oil. Contents 8 oz. Label. Appl. author: Andrew A. Keymer. © 5May52; KK99912.
- Petit Ballet bouquet bubbling bath oil. Contents 6 oz. Label. Appl. author: Andrew A. Keymer. © 4May54; KK99913.
- SHERMAN PRODUCTS, INC. ©**
Digs through sticky gumbo and buried stumps for 8 sewer laterals in 6 hours, with a Sherman power digger. (In the American City, Aug. 1954, p. 32) Appl. author: Gus H. Bobertz, inc. © 1Aug54; KK99650.
- How a Sherman power digger does more work in less time with no standby equipment. (In the Oil & gas journal, Sept. 20, 1954, p. 230) Appl. author: Gus H. Bobertz. © 20Sep54; KK100740.
- One Sherman power digger does the work of ten men. (In American City, Apr. 1954, p. 208) Appl. author: Gus H. Bobertz. © 1Apr54; KK98860.
- Sherman power diggers make small jobs profitable. (In the Oil and gas journal, June 28, 1954, p. 146) Appl. author: Gus H. Bobertz. © 28Jun54; KK98160.
- Sherman power digging means profit, even on small jobs. (In Practical builder, Apr. 1954, p. 172) Appl. author: Gus H. Bobertz. © 1Apr54; KK98861.
- 20 bell holes like this in one day with a Sherman power digger. (In Gas, July 1954, p. 75) Appl. author: Gus H. Bobertz. © 5Jul54; KK98702.
- SHIELD CHEMICAL CORPORATION. ©**
Blister-proof, long-lasting latex Wall-Shield. One gallon U. S. measure. (Exterior paint) Label. Appl. author: Seymour George Mantel. © 1Dec54; KK102682.
- Heavy-bodied, long-lasting Shingle Stain, the superior finish for exterior wood shingles. (House paint) Label. Appl. author: Seymour George Mantel. © 2Aug54; KK98755.
- Made with chlorinated natural rubber; Parcote. One gallon U. S. measure. (Masonry paint) Label. Appl. author: Seymour George Mantel. © 1Dec54; KK102686.
- Quick-drying, lustrous Florshield. One gallon U. S. measure. (Floor finish) Label. Appl. author: Seymour George Mantel. © 1Dec54; KK102685.
- Ready-to-use, long-lasting Shingle Shield. One gallon U. S. measure. (House paint) Label. Appl. author: Seymour George Mantel. © 1Dec54; KK102683.
- Shingle Shield, the superior coating for all wood sidewalls ... (House paint) Color chart. Appl. author: Seymour George Mantel. © 29Nov54; KK102684.
- SHINE MAGIC COMPANY. ©**
Now out of 1 bottle, renew and shine leather articles of any color, instantly. (In the Daily pantagraph, Bloomington, Ill., Oct. 26, 1954, p. 5) Appl. author: A. Y. Schultz. © 26Oct54; KK101433.
- Opening up a new world of leather care. The story of instant Shine Magic. (Leather renewer) Folder. Appl. author: A. Y. Schultz. © 1Sep54 (in notice: 1953); KK101248.
- SHIPPERS' CAR LINE CORPORATION. ©**
The biggest news in [railway] tank cars since the all-welded car. ACF built Duradome. (In the Oil and gas journal, Nov. 1, 1954, p. 16) Appl. author: French & Preston, inc. © 1Nov54; KK101358.
- SHULMAN, MAX. ©**
On campus, with Max Shulman. December and May: Act 1. Philip Morris cigarettes. (In Brown daily herald, Brown University, Providence, Nov. 5, 1954, p. 2) Appl. author: The Biow Co., inc. © 5Nov54; KK102034.
- On campus, with Max Shulman. Football through the ages. Philip Morris cigarettes. (In New Mexico
- lobo, Sept. 30, 1954, p. 3) Appl. author: The Biow Co., inc. © 30Sep54; KK101149.
- On campus, with Max Shulman. Home, sweet homecoming. Philip Morris cigarettes. (In UCLA daily bruin, Los Angeles, Oct. 28, 1954, p. 5) Appl. author: The Biow Co., inc. © 28Oct54; KK102035.
- On campus, with Max Shulman. I was awarded a ribbon and promptly put it in my typewriter. Philip Morris cigarettes. (In the Plainsman, Auburn, Ala., Oct. 1, 1954, p. 6) Appl. author: The Biow Co., inc. © 1Oct54; KK101148.
- On campus, with Max Shulman. My cousin Haskell. Philip Morris cigarettes. (In the New Hampshire, University of N. H., Sept. 30, 1954, p. 3) Appl. author: The Biow Co. © 30Sep54; KK101175.
- On campus, with Max Shulman. Studying made simple. Philip Morris cigarettes. (In the Tiger, Clemson, S. C., Oct. 7, 1954, p. 3) Appl. author: The Biow Co., inc. © 7Oct54; KK101174.
- On campus, with Max Shulman. The intelligence quotient of Ned Fatty. Philip Morris cigarettes. (In Brown daily herald, Brown University, Providence, Oct. 29, 1954, p. 2) Appl. author: The Biow Co., inc. © 29Oct54; KK102033.
- On campus, with Max Shulman. What every young coed should wear. Philip Morris cigarettes. (In the Daily orange, University of Syracuse, N. Y., Oct. 25, 1954, p. 2) Appl. author: The Biow Co., inc. © 25Oct54; KK101176.
- SIGNAL-STAT CORPORATION. ©**
The only signal more popular than Signal-Stat. (Directional signals) (In Commercial car journal, Nov. 1954, p. 271) Appl. author: Forrest R. Farrow. © 5Nov54; KK101472.
- SILVER, MYER S., d.b.a. SUFFIX SHOE MANUFACTURING COMPANY. SEE Suffix Shoe Manufacturing Company.**
- SIMMONS COMPANY. ©**
Compare with any sofa bed. Only Hide-A-Bed offers you a famous Simmons mattress. (In Life, Mar. 29, 1954, p. 42) Appl. author: Young & Rubicam, inc. © 26Mar54; KK97896.
- How well did you sleep last night? Beautyrest mattress. (In Life, May 3, 1954, p. 55-57) Appl. author: Young & Rubicam, inc. © 30Apr54; KK97894.
- It couldn't happen to a smarter bunch of guys. Beautyrest [mattress] (In Retailing daily, Sept. 8, 1954, p. 12-14) Appl. author: Young & Rubicam, inc. © 8Sep54; KK102065.
- The little girl is giving you a great big hand. Joan Caulfield. (Mattress) (In Retailing daily, Sept. 16, 1954, p. 14-15) Appl. author: Young & Rubicam, inc. © 16Sep54; KK102066.
- Only Hide-A-Bed offers the extra value of a Simmons mattress at no extra cost. (In Living for young homemakers, Oct. 1954, p. 29) Appl. author: Young & Rubicam, inc. © 22Sep54; KK102061.
- Simmons 1954 spring space-saving show. Hide-A-Bed sofa. (In the Saturday evening post, Mar. 20, 1954, p. 46-47) Appl. author: Young & Rubicam, inc. © 17Mar54; KK99969.

SIMMONS COMPANY. Cont'd.

Stop at the sign of restful sleep. Beautyrest [mattress] (In Life, May 10, 1954, p. 24) Appl. author: Young & Rubicam, inc. © 7May54; KK100598.

They both get their choice on one mattress. The new Beautyrest dual-comfort mattress. (In the Saturday evening post, May 15, 1954, p. 99) Appl. author: Young & Rubicam, inc. © 12May54; KK97893.

Where the rest is the best, the sign says Beautyrest. (Mattress) (In the Saturday evening post, July 31, 1954, p. 67) Appl. author: Young & Rubicam, inc. © 28Jul54; KK99970.

Which one would you milk? Simmons Beautyrest [mattress] (In National furniture review, Apr. 1954, p. 75-76) Appl. author: Young & Rubicam, inc. © 1Apr54; KK97892.

Why get just a sofa-bed, when only Hide-A-Bed offers a famous Simmons mattress? (In McCall's, May 1954, p. 10) Appl. author: Young & Rubicam, inc. © 21Apr54; KK98569.

Why settle for half, when Beautyrest [mattress] gives you firmness plus comfort? 837 inside reasons ... (In Living for young homemakers, June 1954, p. 24-25) Appl. author: Young & Rubicam, inc. © 20May54; KK98571.

Why settle for half when Beautyrest [mattress] gives you firmness plus comfort? Healthier rest can be yours ... (In Life, Aug. 2, 1954, p. 36-37) Appl. author: Young & Rubicam, inc. © 30Jul54; KK102062.

Why settle for half, when Beautyrest [mattress] gives you firmness plus comfort? See why you'll get healthier rest with Beautyrest. (In Life, Apr. 12, 1954, p. 78-79) Appl. author: Young & Rubicam, inc. © 9Apr54; KK97895.

Why settle for half when Beautyrest [mattress] gives you firmness plus comfort? You can't see the secret of healthier rest with Beautyrest. (In the Saturday evening post, Sept. 11, 1954, p. 128-129) Appl. author: Young & Rubicam, inc. © 8Sep54; KK102063.

Why settle for half when Beautyrest [mattress] gives you firmness plus comfort? Your whole body tells you Beautyrest gives healthier rest. (In the Saturday evening post, Oct. 9, 1954, p. 66-67) Appl. author: Young & Rubicam, inc. © 6Oct54; KK102064.

SIMON, PAUL J., d.b.a. TURN-TURN-TURN COMPANY. SEE Turn-Turn-Turnover Company.

SIMONIZ COMPANY. ©

At last, no need to wash your car ever. Use new Simoniz Bodysheen. (In the Saturday evening post, Mar. 21, 1953, p. 117) Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 21Mar53; KK100462.

Don't risk road ravage, when spring puts your car in a mud-bath. (Auto wax & cleaner) (In the Saturday evening post, Mar. 28, 1953, p. 137) Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 28Mar53; KK99689.

New liquid car wax by Simoniz. It's Bodygard, gives showroom shine. (In the Saturday evening post, Apr. 11, 1953, p. 129) Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 11Apr53; KK100313.

Now, no need to wash your car. Use Simoniz Bodysheen. (In Life, Apr. 6, 1953, p. 54) Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 6Apr53; KK100314.

SIMPLEX VALVE AND METER COMPANY. © Laminair; this is a form of pneumatic transmission ... 5 p. Appl. author: Richard Allen McQuade. © 15Nov54; KK102155.

Modulair; the Simplex Modulair is an improved form of flow controller ... 7 p. Appl. author: Richard Allen McQuade. © 16Nov54; KK102154.

Simplex oil skimmer. 4 p. Appl. author: Richard Allen McQuade. © 15Dec54; KK102680.

Simplex Orthoflow system. 7 p. Appl. author: Richard Allen McQuade. © 20Oct54; KK101316.

Simplex sludge (squeeze type) controller. 5 p. Appl. author: Richard Allen McQuade. © 13Dec54; KK102678.

Simplex type CCAV valve. 5 p. Appl. author: Richard Allen McQuade. © 17Nov54; KK102153.

Simplex type VE venturi tube. 3 p. Appl. author: Richard Allen McQuade. © 14Dec54; KK102679.

SINGER MANUFACTURING COMPANY. ©

Announcing the astonishing new swing-needle Singer automatic [sewing machine] (In Electricity on the farm, Oct. 1954, p. 25) © 10Oct54; KK101288.

Announcing the astonishing new swing-needle Singer automatic [sewing machine] (In the Progressive farmer, Nov. 1954, p. 73) © 15Oct54; KK101328.

Announcing the 1954 Singer junior dressmaking contest for girls 11 to 17. (Sewing machines) (In National 4-H news, May 1954, p. 39) © 1May54; KK102001.

Application of ric-rac braid to house dresses, aprons, etc. on [sewing] machines 400w30 and 400w31. Form [no.] 3336-8 MT (254) Sheet. © 10Jun54; KK97854.

Attaching waistband to top of skirt, on [sewing] machines 400w30 and 400w31. Form [no.] 3336-7 MT (254) Sheet. © 10Jun54; KK97855.

Binder fittings for [sewing] machines 400w30 and 400w31. Form [no.] 3336-14 MT (254) Sheet. © 10Jun54; KK97863.

A brand new Singer round bobbin portable [sewing machine] with advanced features. NA3448. [Rural mail] folder. © 10Sep54; KK102205.

The complete home sewing guide. Singer sewing book. (In Advanced sewing made easy) © 2Nov54; KK102002.

Fashion stitches by Singer, to ornament altar linens, vestments and religious articles. NA 3452. (Sewing machines) Folder. © 8Sep54; KK101745.

Forming and attaching piping between two plies of bedspread, dress, or drapery material in one operation, on [sewing] machines 400w30 and 400w31. Form [no.] 3336-5 MT (254) Sheet. © 10Jun54; KK97857.

Girls, learn to sew and win a prize. (Sewing machines) (In the American girl, June 1954, p. 7) © 25May54; KK99093.

Hemming bottoms of slips and shirring, and attaching lace in one operation, on [sewing] machines

400w30 and 400w31. Form [no.] 3336-10 MT (254) Sheet. © 10Jun54; KK97852.

Hemming nightgowns, shirring and attaching strip in one operation, on [sewing] machines 400w30 and 400w31. Form [no.] 3336-6 MT (254) Sheet. © 10Jun54; KK97856.

Here it is. The new Singer 600w1 Rockette [sewing machine. Direct mail piece] Folder. © 17Aug54; KK99375.

Here it is. The new Singer 600w1 Rockette [sewing machine] (In Apparel manufacturer, Sept. 1954, p. 16-17) © 1Sep54; KK101820.

Here's what makes the new Singer 600w1 Rockette ... one of the speediest, lightest running [sewing] machines ever. Form [no.] 20765 (754) [X-ray chart] Poster. © 22Jul54; KK99161.

Here's what makes the new Singer 600w1 Rockette ... one of the speediest, lightest running [sewing] machines ever. Form [no.] 20765 (754) [X-ray chart] Poster. © 17Aug54; KK99212.

It's a 3-way thrill to say, I made it myself. (Sewing machines) (In the Girl Scout leader, Feb. 1954, p. 2 of cover) © 9Jan54; KK98992.

Miscellaneous fittings for [sewing] machines 400w30 and 400w31. Form [no.] 3336-16 MT (254) Sheet. © 10Jun54; KK97864.

Miscellaneous presser feet for [sewing] machines 400w30 and 400w31. Form [no.] 3336-13 MT (254) Sheet. © 10Jun54; KK97849.

The most fabulous gift a woman could wish for. The astonishing new swing-needle Singer automatic [sewing machine] (In Life, Dec. 6, 1954, p. 107) © 3Dec54; KK102513.

The most fabulous gift a woman could wish for; the astonishing new swing-needle Singer automatic [sewing machine] (In Successful farming, Dec. 1954, p. 55) © 15Nov54; KK102635.

The new look for sewing classrooms. New-model Singer combination sewing and cutting table. (In Forecast for home economists, Sept. 1954, p. 98) © 17Aug54; KK102000.

New-model Singer combination sewing and cutting table, provides machines for two students, work space for two more. (In Forecast for home economists, Nov. 1954, p. 65) © 17Oct54; KK101329.

The new Rockette lockstitch [sewing] machine, by Singer. So fast, so smooth running, your operators will like it too. Post card. © 27Aug54; KK99624.

The new swing-needle Singer automatic [sewing machine] does 101 stitch variations as simply as it sews a straight seam. Arrowheads, scallops, zigzags ... (In Vogue pattern book, Oct.-Nov. 1954, p. 4 of cover) © 10Sep54; KK102003.

The new swing-needle Singer automatic [sewing machine] does 101 stitch variations as simply as it sews a straight seam. Here is truly the most versatile ... (In Ladies' home journal, Nov. 1954, p. 48-49) © 27Oct54; KK101287.

New, wonderful round bobbin Singer economy portable [sewing machine] (In Electricity on the farm, May 1954, p. 25) © 1May54; KK98995.

One of the fastest, lightest-running sewing machines ever built. Singer 600wl Rockette. Form no. 1236MT (854) [Leaflet] Folder. © 17Aug54; KK99210.

One of the fastest, lightest-running sewing machines ever built. Singer 600wl single-needle lockstitch machine. Form no. 1265MT (854) [Leaflet] Folder. © 17Aug54; KK99211.

One of the most useful sewing machines ... Singer class 451k single-needle lockstitch machines. Form no. K5991 (854) Folder. © 9Sep54; KK99899.

Only Singer offers you this complete choice. (Sewing machines) (In Electricity on the farm, Mar. 1954, p. 23) © 1Mar54; KK98994.

Pardon us if we point with pride. Some of the reasons why manufacturers, operators, mechanics call the new Singer 251 single-needle lockstitch [sewing machine] one of the finest ever built. (In Apparel manufacturer, Aug. 1954, p. 51) © 1Aug54; KK100621.

Presser feet for [sewing] machines 400w30 and 400w31. Form [no.] 3336-12 MT (254) Sheet. © 10Jun54; KK97850.

Regular fittings for [sewing] machines 400w30 and 400w31. Form [no.] 3336-15 MT (254) Sheet. © 10Jun54; KK97862.

See how much smarter you can be with a Singer. (Sewing machine) (In the American girl, Mar. 1954, p. 10) © 25Feb54; KK99092.

Shirring body of apron and attaching tie band in one operation, on [sewing] machines 400w30 and 400w31. Form [no.] 3336-1 MT (254) Sheet. © 10Jun54; KK97861.

Shirring body of knit underwear and applying tape to edge in one operation, on [sewing] machines 400w30 and 400w31. Form [no.] 3336-2 MT (254) Sheet. © 10Jun54; KK97860.

Singer class 108w [sewing] machines, especially useful for lockstitching two or more plies of material. Form no. 1218MT (754) Folder. © 3Aug54; KK99094.

Singer class 16w lockstitch [sewing] machines. Form no. 1039MT (1054) [Leaflet] Sheet. © 24Oct54; KK101166.

Singer electric sewing machines. NA 3350. Folder. © 8Dec54; KK102514.

Singer hand vacuum cleaner and attachments. NA 2930 (754) Folder. © 17Sep54; KK101746.

Singer new class 251 high speed single-needle lockstitch [sewing machine] Form no. 1262MT (954) [Leaflet] Folder. © 4Sep54; KK99686.

Singer new class 251 high speed single-needle lockstitch [sewing machine] Form no. 1262MT (1054) [Leaflet] Folder. © 22Oct54; KK101025.

Singer now offers the most advanced combination sewing and cutting table, for schools and colleges. NA 3453. Folder. © 17Sep54; KK101744.

Singer 153w single needle cands 154w101 double needle sewing machines. Form no. 1227MT (954) Folder. © 9Sep54; KK99900.

Singer S-3 vacuum cleaner parts; showing points of wear. Form 20759 (854) Sheet. © 16Nov54; KK101741.

Singer service for parochial schools. (Sewing machines) (In the New world, Apr. 16, 1954, p. 2) © 16Apr54; KK98991.

Singer sewing equipment for schools and colleges. NA 2370 (854) Folder. © 17Sep54; KK101742.

Singer [sewing] machines and equipment give you increased production at lower cost. Form no. 1041MT (954) Folder. © 27Sep54; KK100252.

Singer 12w class single-needle lockstitch ... basting and tacking [sewing] machines. Form no. 1157MT (654) Folder. © 21Jun54; KK97774.

Taping armholes of sack coats, etc. on [sewing] machine 400w31. Form [no.] 3336-9 MT (254) Sheet. © 10Jun54; KK97853.

Teaching is easier with the Singer combination sewing and cutting table. (In Forecast for home economists, Feb. 1954, p. 7) © 17Jan54; KK98993.

There's a Singer portable [sewing machine] just for you, to help you make a lovely wardrobe. (In Modern miss, fall 1954, p. 40) © 2Sep54; KK101461.

They all agree, one of the finest ever built. The new Singer 251 [sewing machine. Direct mail piece] Folder. © 25Jun54; KK99374.

Top stitching and shirring (left ply turned down and right ply shirred in one operation), on [sewing] machines 400w30 and 400w31. Form [no.] 3336-3 MT (254) Sheet. © 10Jun54; KK97859.

Top stitching and shirring (right ply turned down and left ply shirred in one operation), on [sewing] machines 400w30 and 400w31. Form [no.] 3336-4 MT (254) Sheet. © 10Jun54; KK97858.

Treadles for controlling shirring on [sewing] machine 400w31. Form [no.] 3336-11 MT (254) Sheet. © 10Jun54; KK97851.

Two-piece banding of dungarees and trousers, on 2-needle [sewing] machines 300w201 and 300w202. Form [no.] 3200-19 MT Rev (354) Sheet. © 1Jul54; KK97996.

Versatility. Singer class 114w ornamenting [sewing] machines. Form no. 1250MT (654) [Leaflet] Folder. © 7Jul54; KK98106.

We don't quite agree, Mr. Asch. (Sewing machines) (In Daily news record, July 6, 1954, p. 29) © 6Jul54; KK101747.

Why the Stein-Sulkis Shoe Company equipped their fitting room completely, with new Singer Formica top insert tables and new Singer transmitters. (In American shoe-making, Oct. 20, 1954, p. 52-53) © 20Oct54; KK101462.

The world's finest all-purpose sewing machine. The Singer automatic model 306. NA3385. Folder. © 16Sep54; KK101743.

You can have lots more clothes for lots less money, with a Singer [sewing machine] (In the American girl, May 1954, p. 8) © 25Apr54; KK102515.

SIR JAMES, INC. ©

Sir James sportaculars. (Women's wear) (In Mademoiselle, Aug. 1954, p. 12) Appl. author: Jere Bayard Advertising. © 1Aug54; KK98975.

SKOL.

Catalina designs swimsuits especially for you. SEE Catalina, inc.

SKYWAY LUGGAGE COMPANY. ©

Crash, but don't worry fellow. Weight for weight, your new Skyway Slimfellow is stronger than steel ... (In the Saturday evening post, Nov. 29, 1952, p. 128) Appl. author: Henry L. Kotkins. © 29Nov52; KK100459.

Give your fellow a Slimfellow, by Skyway. The first new luggage gift since Grandma gave Gramp his satchel. (In the Saturday evening post, Dec. 6, 1952, p. 153) Appl. author: Henry L. Kotkins. © 6Dec52; KK100461.

If you pick up these cases man, you'll never pack another. Skyway Slimfellows. (In the Saturday evening post, Nov. 22, 1952, p. 109) Appl. author: Henry L. Kotkins. © 22Nov52; KK100460.

SLOAN, GEORGE M., d.b.a. SLOAN ENTERPRISES. SEE Sloan Enterprises.

SLOAN ENTERPRISES.

Builds agency goodwill, policyholder's confidence. Our seal of dependable insurance service. (Stationery) Sheet. © George M. Sloan, d.b.a. Sloan Enterprises; 19Jan54; KK100929.

SMALL, HAROLD A., AND DALTON J. GAUTREAU, d.b.a. SMALL AND GAUTREAU. SEE Small and Gautreaux.

SMALL AND GAUTREAU.

You get 50¢ in cash on these fine, famous-for-quality products. (Miscellaneous food & grocery items) Folder. © Harold A. Small & Dalton J. Gautreaux, d.b.a. Small & Gautreaux; 29Sep54; KK100321.

SMEAD MANUFACTURING COMPANY, INC. ©

Spark your classes with modern teaching aids. (In Business education world, Sept. 1954, p. 5) Appl. author: Harold J. Hoffman. © 10Sep54; KK100326.

SMITH (ALEXANDER) AND SONS CARPET COMPANY. ©

Broadloom is within your means. Floor plan rugs are priced easy-to-buy because they're ready-made to fit. (In Ladies' home journal, Nov. 1949, p. 19) Appl. author: Anderson Cairns. © 28Oct49; KK98961.

SMITH, DONALD W., AND FRED L. SMITH, composing a co-partnership WINDY WOOD FARM. SEE Windy Wood Farm.

SMITH, ELLISON CURTIS, owner, JET'S BRAND PRODUCTS. SEE Jet's Brand Products.

SMITH, ERNEST A., JR., AND ERNEST A. SMITH, SR., sole owners, SMITH CHEMICAL COMPANY. SEE Smith Chemical Company.

SMITH, ERNEST A., SR., AND ERNEST A. SMITH, JR., sole owners, SMITH CHEMICAL COMPANY. SEE Smith Chemical Company.

SMITH, FLORENCE KONO, ALEXANDER KONO, AND BLANCHE KONO, d.b.a. KONO MANUFACTURING COMPANY. SEE Kono Manufacturing Company.

SMITH, FRED L., AND DONALD W. SMITH, composing a co-partnership WINDY WOOD FARM. SEE Windy Wood Farm.

SMITH, HAROLD. ©

Youth & beauty. (Cosmetics) (In Cue, Dec. 4, 1954, p. 50) © 2Dec54; KK102452.

SMITH, HERBERT EDGAR, d.b.a. SMITH-HAWAII STUDIOS. SEE Smith-Hawaii Studios.

SMITH, LAWRENCE, AND ROSE SMITH, a partnership of SMITH'S LIGHT SWITCH CONTROL. SEE Smith's Light Switch Control.

SMITH, LILLIAN M., d.b.a. JIFFY SPECIALTIES. SEE Jiffy Specialties.

SMITH, ROBERT O., d.b.a. SMITH'S SEAL-LITE COMPANY. SEE Smith's Seal-Lite Company.

SMITH, ROSE, AND LAWRENCE SMITH, a partnership of SMITH'S LIGHT SWITCH CONTROL. SEE Smith's Light Switch Control.

SMITH CHEMICAL COMPANY.

Screen Chex stops mosquitoes, sand flies, gnats and other insects. One pint. Label. © Smith Chemical Co., Ernest A. Smith, Sr. & Ernest A. Smith, Jr., sole owners; 19Jul54; KK98649.

SMITH-HAWAII STUDIOS.

Smith-Hawaii baby club. Fine color portraits taken in your home or in our studio. [Membership certificate] Sheet. © Herbert E. Smith, d.b.a. Smith-Hawaii Studios; 1Sep54; KK99550.

SMITH'S LIGHT SWITCH CONTROL.

Lights out. Save your battery while doors are open. Dome light switch control. Card. © Smith's Light Switch Control, a partnership consisting of Lawrence Smith & Rose Smith; 6Aug54; KK99184.

SMITH'S SEAL-LITE COMPANY.

Delicious lunch meat. Boiled ham. Label. © Robert O. Smith, d.b.a. Smith's Seal-Lite Co.; 23Nov54; KK102508.

Delicious lunch meat. Bologna. Label. © Robert O. Smith, d.b.a. Smith's Seal-Lite Co.; 23Nov54; KK102506.

Delicious lunch meat. Chopped ham. Label. © Robert O. Smith, d.b.a. Smith's Seal-Lite Co.; 23Nov54; KK102507.

Delicious lunch meat. Cooked salami. Label. © Robert O. Smith, d.b.a. Smith's Seal-Lite Co.; 23Nov54; KK102505.

Delicious lunch meat. New England luncheon. Label. © Robert O. Smith, d.b.a. Smith's Seal-Lite Co.; 23Nov54; KK102509.

SOHIO. ©

If you believe there is no difference in gasoline, the world's first Boron gasoline may change your mind. (In the Cleveland press, Nov. 15, 1954, p. 22) Appl. author: Richard E. Fry. © 15Nov54; KK101573.

3 out of 4 report immediate improvement with world's first Boron gasoline. (In the Cleveland press, Nov. 8, 1954, p. 12) Appl. author: Richard E. Fry. © 8Nov54; KK101469.

3 out of 4 see immediate improvement with world's first Boron gasoline. (In Cleveland news, Oct. 18, 1954, p. 24) Appl. author: Richard E. Fry. © 18Oct54; KK101250.

What do the former users of other gasolines say about the world's first Boron gasoline? Appl. author: Richard E. Fry. © 22Nov54; KK101775.

What does the world's first Boron gasoline mean to your make of car? Appl. author: Richard E. Fry. © 29Nov54; KK101981.

SOIL BUILDERS INTERNATIONAL CORPORATION. ©

Glorion fertilizer & soil builder. 50 pounds net. Label. © 3Aug54; KK99029.

SOIL MOVER COMPANY, INC. ©

No job too big, or small, for the 2 1/2 yard soil mover. Sheet. © 7Sep54; KK100148.

The Soilevler out works, out moves, out performs them all. Sheet. © 15Aug54; KK100149.

SOLVIT CHEMICAL COMPANY, INC. ©

Kelly's water-soluble Warfarin, for control of rats & mice. Net weight 1/3 oz. Label. Appl. author: Lewis B. Kelly. © 8Jun54; KK98084.

SOPHIE MAE CANDY CORPORATION. ©

Sophie Mae peanut brittle. Half pound net. Label. Appl. author: Vincent Lazaras. © 24Aug54; KK99456.

Sophie Mae peanut brittle. One pound net. Label. Appl. author: Vincent Lazaras. © 24Aug54; KK99457.

SOUTH BEND LATHE WORKS. ©

Advertising mats for South Bend lathes. Proof sheet [no.] 5450. © 27Sep54; KK100517.

Ahorre dinero con Tornos South Bend de 9 pulgadas. Boletín 5409. Folder. © 3May54; KK98041.

Capacity for big jobs. Bulletin 5436. Folder. © 27Oct54; KK101273.

Chart 5426. Lubrication chart for 10", 13", 14 1/2", 16" & 16-24" lathes and 1000 series & 2H turret lathes. Folder. © 8Nov54; KK101616.

A helping hand for you. Bulletin 5434. Folder. © 24Aug54; KK99506.

South Bend 14 1/2" precision lathes, for fine machine work. Bulletin 5403. Folder. © 29Sep54; KK100516.

South Bend lathe autumn specials. Bulletin 5420. Folder. © 15Sep54; KK100636.

South Bend pedestal grinder. Catalog 5442. 4 p. © 17Dec54; KK102804.

South Bend precision tornos, taladros, limadoras, amoladoras de pedestal. Insert W5447. Sheet. © 6Dec54; KK102691.

South Bend 16" precision lathes. Catalog 5423. 6 p. © 12Aug54; KK99198.

South Bend 13" precision lathes. Catalog 5421. Folder. © 12Jun54; KK98314.

Tornos, furadeiras, conformadores, amoladoras de pedestal de Precisão South Bend. Insert W5448. Sheet. © 6Dec54; KK102692.

SOUTH PACIFIC CANNING COMPANY. ©

Royal Pacific chunk style tuna. cGreen label. Contents: 6 oz. avoird. Appl. author: Gerald P. Mertens. © 27Mar52; KK98324.

Royal Pacific fancy albacore white meat tuna. cWhite label. Contents: 7 oz. avoird. Appl. author: Gerald P. Mertens. © 28Sep53; KK98323.

Royal Pacific fancy solid pack tuna. cBlue label. Contents: 7 oz. avoird. Appl. author: Gerald P. Mertens. © 28Sep53; KK98321.

SOUTHERN YELLOW PINE. ©

Abundantly yours from forest to framework. (Lumber) (In Waco

tribune-herald, Waco, Tex., Aug. 8, 1954, p. 11) Appl. author: Erle Racey & Associates. © 8Aug54; KK99943.

Deep in the heart of the Face Setter house, lies a strong, sturdy framework of Southern Yellow Pine. (Lumber) (In the Dallas morning news, Oct. 10, 1954, p. 8) Appl. author: Erle Racey & Associates. © 10Oct54; KK100846.

Dry and mighty. (Lumber) (In the Dallas times herald, Nov. 14, 1954, p. 4) Appl. author: Erle Racey & Associates. © 14Nov54; KK101854.

Dry, strong, SPIB grade marked Southern Yellow Pine ... of the House beautiful Pacesetter house for 1955. (Lumber) (In the Dallas morning news, Aug. 22, 1954, p. 6) Appl. author: Erle Racey & Associates. © 22Aug54; KK99700.

The eyes of Texas are upon Southern Yellow Pine. (Lumber) (In the Dallas times herald, Sept. 12, 1954, p. 10) Appl. author: Erle Racey & Associates. © 12Sep54; KK100060.

Have you met this substantial citizen of your community? SPIB. (Lumber) (In the Dallas morning news, July 25, 1954, p. 4) Appl. author: Erle Racey & Associates. © 25Jul54; KK98713.

Why dry lumber? (In the Dallas morning news, June 27, 1954, p. 6) Appl. author: Erle Racey & Associates. © 27Jun54; KK97950.

Your home can be as good as the best. (Lumber) (In the Dallas times herald, July 11, 1954, p. 3) Appl. author: Erle Racey & Associates. © 11Jul54; KK98473.

SOWLE, WESLEY A., proprietor, APEX PERMANENT CRAYON COMPANY. SEE Apex Permanent Crayon Company.

SPECIALTY ADVERTISING SERVICE, INC. © Amazo the great magic tricks. (Cake mix) Card. Appl. author: Robert L. Weil. © 6Sep54; KK100806.

Burrry's [Easter bunny mask] (Cookies) Appl. author: Robert L. Weil. © 19Nov54; KK102471.

Burrry's [Santa Claus mask] (Cookies) Appl. author: Robert L. Weil. © 19Nov54; KK102470.

Dial your dinner, with a GE automatic skillet. Calculator. Appl. author: Robert L. Weil. © 4Nov54; KK102467.

It's reversible. G-E's automatic grill and waffle baker with reversible grids. Folder. Appl. author: Robert L. Weil. © 4Nov54; KK102468.

Middletown toy truck. (Milk) Card. Appl. author: Robert L. Weil. © 25Oct54; KK102474.

New GE roll-around [vacuum] cleaner. Calculator. Appl. author: Robert L. Weil. © 18Nov54; KK102469.

1954 revised benefits social security law. Sunshine premium beer. Card. Appl. author: Robert L. Weil. © 10Oct54; KK101351.

Tip-Top space cards. (Bread) Appl. author: Robert L. Weil. © 18Oct54; KK102473.

Tip-Top sport cars. (Bread) Card. Appl. author: Robert L. Weil. © 18Oct54; KK102472.

Tip-Top toy town truck. (Bread) Card. Appl. author: Robert L. Weil. © 13Jan54; KK102475.

SPEEDY THERM SERVICE COMPANY. ©

I'm Speedy Therm, may I see the boss for a few moments? (Gas) Folder.

Appl. authors: Albert Withey
Whittlesey & Martin Dibner.
© 12Jul54; KK98720.

SPRING WATER SAVER.

Spring water saver. (Toilet fixture) Label. © Jack Russell
Estes, d.b.a. Spring Water Saver;
9Jun54; KK100695.

SPRINGS COTTON MILLS. ©

Fashion begins at home, in a Tommie-
robe and pajama set made of Lan-
mark broadcloth. Appl. author:
Ellington & Co., inc. © 22Oct53;
KK101406.

SPRY (CONSTANCE) INC. ©

Gay deceivers. (Flowers) [Catalog]
11 p. Appl. author: Fairfax,
inc. © 2Aug54; KK98833.

SQUARE MANUFACTURING COMPANY. ©

Sparkling, refreshing. Dial your
favorite [soft] drink, then use
nickels, dime or quarter.
Poster. © 7Jul54; KK99097.

SQUIRT COMPANY. ©

At Bob Hall's Wild Goose in exclu-
sive Sherman Oaks, long-cool sum-
mertime drinks must be smo-o-oth.
(Non-alcoholic beverages) (In
Patterson's California beverage
gazetteer, June 1954, p. 39)
© 29May54; KK99150.

Fall and winter Squirt glow-ball
promotion, makes friends and wins
sales. (Non-alcoholic beverages)
(In the American bottler, Aug.
1954, p. 87) © 4Aug54; KK99660.

If sweet soft drinks leave you
thirsty, switch to Squirt. [Black
haired man in sweater holding
glass in right hand] (Non-alco-
holic beverages) (In the Ameri-
can, Aug. 1954, p. 57)
© 19Jul54; KK99633.

If sweet soft drinks leave you
thirsty, switch to Squirt. [Black
haired woman in plaid hat holding
glass in right hand] (Non-alco-
holic beverages) (In Look, Aug.
24, 1954, p. 8) © 27Jul54;
KK99661.

If sweet soft drinks leave you
thirsty, switch to Squirt. [Black
haired woman in print dress hold-
ing glass in right hand] (Non-al-
coholic beverages) (In Look, June
29, 1954, p. 14) © 1Jun54;
KK99634.

If sweet soft drinks leave you
thirsty, switch to Squirt. [Bru-
nette in red & white striped dress
holding glass in right hand]
(Non-alcoholic beverages) (In
Look, July 13, 1954, p. 48)
© 15Jun54; KK99635.

If sweet soft drinks leave you
thirsty, switch to Squirt. [Man
in plaid shirt holding glass in
right hand] (Non-alcoholic bev-
erages) (In Look, July 27, 1954,
p. 98) © 29Jun54; KK99662.

If sweet soft drinks leave you
thirsty, switch to Squirt. [Wom-
an with red flower in hair hold-
ing glass in right hand] (Non-alco-
holic beverages) (In Look, Sept.
7, 1954, p. 55) © 10Aug54;
KK99663.

Squirt summertime snowball promo-
tion, finest in the field. (Non-
alcoholic beverages) (In the
American bottler, June 1954, p.
87) © 4Jun54; KK99632.

Switch to Squirt for a smooth mixer,
says Harold Smith, bartender.
(Non-alcoholic beverages) (In
Patterson's California beverage
gazetteer, Aug. 1954, p. 59)
© 31Jul54; KK99149.

STAGG DISTILLING COMPANY. ©

Good sports, by Burris Jenkins, Jr.
Good sports call for Old Stag
Kentucky straight bourbon. (In
the Houston post, Houston, Tex.,
Nov. 18, 1954, p. 5) Appl. au-
thor: Grey Advertising Agency,
inc. © 18Nov54; KK102230.

Now the distillers of Old Stag
proudly present two great bour-
bons. DeLuxe Stag and Old
Stag bourbon. (In the Atlanta
constitution, Dec. 9, 1954, p. 34)
Appl. author: Grey Advertising
Agency. © 9Dec54; KK102776.

Now the distillers of Old Stag
proudly present two great bourbons.
DeLuxe Stag and Old Stag bour-
bon. (In the Atlanta journal,
Dec. 9, 1954, p. 58) Appl. au-
thor: Grey Advertising Agency,
inc. © 9Dec54; KK102779.

Proud is the word for Old Stag
Bourbon and you'll be proud to
serve it. (In the Atlanta con-
stitution, Atlanta, Ga.,
Nov. 26, 1954, p. 10) Appl.
author: Grey Advertising Agency,
inc. © Schenley Distillers, inc.,
d.b.a. The Stag Distilling Co.;
26Nov54; KK102650.

STALEY, THOMAS G. ©

Don't do it. It's obsolete to put
outboard motor on transom ...
(Variable draft mount for outboard
motors) (In Outdoor life, Sept.
1954, p. 121) © 28Aug54;
KK99837.

New \$69.60 gadget revolutionizes
boating. The Jackass motor lift-
er-upper. (Mounting bracket for
outboard motors) Folder.
© 28Aug54; KK99838.

STALEY MILLING COMPANY. ©

Staley Pro-Lass sugar-rich hog sup-
plement pellets. 50 lbs. net.
Label. Appl. author: Bozell &
Jacobs. © 28Jun54; KK98687.

STANDARD BRANDS, INC. ©

Pressure packed Chase & Sanborn cof-
fee. Regular grind. 1 lb. net
wt. Label. © 12May54; KK102203.

STANLEY HOME PRODUCTS, INC. ©

Be nice to your husband. Stanhome.
(Personal grooming aids) (In
Life, Aug. 13, 1954, p. 76)
© 13Aug54; KK100382.

Gifts you'll love. Stanhome.
(Housekeeping & personal grooming
aids) (In Ladies' home journal,
Oct. 1954, p. 30) © 30Sep54;
KK100381.

New E Z Glow [floor] wax. Stanhome.
One quart U. S. standard. Label.
© 9Jun54; KK97798.

Quality plus. What's behind this
pledge of Stanley product superi-
ority? Stanhome. (Household
cleaning products & personal
grooming aids) Folder.
© 7Sep54; KK100638.

Shop at friendly Stanley hostess
parties for these Stanley quality-
plus housekeeping and personal
grooming aids ... Stanhome. (In
Good housekeeping, Oct. 1954, p.
135) © 24Sep54; KK100383.

Stanley air freshener. Stanhome.
Contents 12 oz. net weight.
(Room deodorant) Label.
© 10Aug54; KK100305.

Stanley moth proofer. Stanhome.
Contents 12 oz. net wt. Label.
© 15Jul54; KK100304.

STAR-KIST FOODS, INC. ©

Hit it hard with the right item,
ring up real profits. Star-Kist
tuna egg noodle dinner. (In Su-

permarket news, July 26, 1954, p.
8) Appl. author: Gene Thompson.
© 26Jul54; KK100910.

Pick a winner in the profit race.
Star-Kist egg noodles and tuna.
(In Supermarket news, Sept. 13,
1954, p. 27) Appl. author: Gene
Thompson. © 13Sep54; KK100908.

Put your sales press on Star-Kist
egg noodle and tuna dinner. (In
Supermarket news, Aug. 23, 1954,
p. 13) Appl. author: Gene Thomp-
son. © 23Aug54; KK100909.

STAR METAL MANUFACTURING COMPANY, INC. ©

Star Metal self-contained water
coolers, with stainless steel wa-
ter storage tanks. Catalog WC-3.
7 p. © 1Jul54; KK98600.

STEARNS, STANLEY, sole owner, PRIDE
MODELS. SEE Pride Models.

STECKLER, DONALD M., NAT P. STECKLER
AND LEE STECKLER, d.b.a. E-Z PROD-
UCTS. SEE E-Z Products.

STECKLER, LEE, NAT P. STECKLER & DON-
ALD M. STECKLER, d.b.a. E-Z PRODUCTS.
SEE E-Z Products.

STECKLER, NAT P., LEE STECKLER & DON-
ALD M. STECKLER, d.b.a. E-Z PRO-
DUCTS. SEE E-Z Products.

STEINFELD'S PRODUCTS COMPANY. ©
Steinfeld's [pickles] Label.
Appl. author: Harold J. Petke.
© 15May54; KK98723.

STEINMAN, RICHARD K. ©

Now a new kind of personal loan plan
... Introducing 3-D loans. (In
Phoenix gazette, Nov. 16, 1954, p.
15) Appl. author: Richard K.
Steinman. © 16Nov54; KK102589.

STEPHENS (ELTON B.) AND ASSOCIATES, INC. ©

Select-A-Gift certificate. (Maga-
zines) Post card. © 1Sep54;
KK101399.

STEPHENS (W. E.) MANUFACTURING COM- PANY, INC. ©

Work, western and casual clothes for
men, women, boys and girls. Ad-
vertised on the Grand Ole Opry.
[Cowboy with guitar] Label.
© 8Oct54; KK102551.

STERN BROTHERS. ©

Brand new selections now, when you
need them most. Tremendous sale
of men's swimwear, extraordinary
leisurewear values. (In the New
York times, Aug. 8, 1954, p. 8)
© 8Aug54; KK99042.

Great August coat and fur sales.
(In the New York times, Aug. 1,
1954, p. 28-29) © 1Aug54;
KK100506.

Terrific sale of men's slacks ...
Stern's brings you top values in
a great sale of men's sportswear.
(In the New York times, Aug. 1,
1954, p. 8) © 1Aug54; KK99041.

STETSON-ROSS MACHINE COMPANY. ©

World's only lumber conserving plan-
er. (In American forests, Sept.
1954, p. 77) Appl. author: Frank
V. Twist. © 1Sep54; KK100029.

STEWART, MARION. ©

Announcing punch-out labels for
railroad book tickets. Folder.
© 19Jul54; KK98869.

STEWART, WILLIAM HORACE, d.b.a. KING
MFG. CO. SEE King Manufacturing
Company.

STEWART-WARNER CORPORATION. ©

Beautiful, Stewart-Warner styling,
tone, picture quality. (Televi-
sion receiver) Appl. author:
William H. Schulze. © 22Feb54;
KK101341.

STEWART-WARNER CORPORATION. Cont'd.

Best big picture TV, Stewart-Warner 24". (In Time, Sept. 28, 1953, p. 36) Appl. author: William H. Schulze. © 28Sep53; KK101344.

Big 27" Stewart-Warner TV, superbly crafted console. (In Time, Nov. 9, 1953, p. 50) Appl. author: William H. Schulze. © 9Nov53; KK101345.

Fun, Stewart-Warner family entertainment. (Television receiver) Appl. author: William H. Schulze. © 8Mar54; KK101342.

Lovely decorator styling, Stewart-Warner 21" console TV. (In Time, Sept. 14, 1953, p. 112) Appl. author: William H. Schulze. © 14Sep53; KK101343.

Perfect picture detail, Stewart-Warner thunderbolt chassis. (Television receiver) (In Time, Dec. 14, 1953, p. 52) Appl. author: William H. Schulze. © 14Dec53; KK101347.

Rich in quality, budget-priced. Stewart-Warner 21" console TV. (In Time, Nov. 23, 1953, p. 72) Appl. author: William H. Schulze. © 23Nov53; KK101346.

Superb, Stewart-Warner for tone and picture detail. (Television receiver) Appl. author: William H. Schulze. © 15Feb54; KK101340.

The Texas whisper. New Stewart-Warner power megaphone. Appl. author: William H. Schulze. © 31Dec53; KK101348.

STILLER, BENJAMIN, d.b.a. QUIKEY MANUFACTURING COMPANY. SEE Quikey Manufacturing Company.

STONCO ELECTRIC PRODUCTS COMPANY. © Stonco [outdoor] lighting. Bulletin no. 154. 40 p. © 1Aug54; KK101313.

STRAND CORPORATION OF CALIFORNIA. © Kiss O' Fire sets your hearth afire. Net weight 1 pound. (Solid ignition for barbecues & fireplaces) Label. © 29Jun54; KK99471.

STRAUS (NATHAN) DUPARQUET, INC. © Merchandise news. Oct. 1954. (Kitchen & restaurant equipment) Folder. © 26Oct54; KK101109.

STRAUSS (L.) AND COMPANY, INC. © Fashion Teene. Dresses, coats, jackets, skirts, blouses ... © 15Aug54; KK98693.

STREET (R. R.) AND COMPANY, INC. © Conductivity control. ACCU-C136. [Endorsed by] Don Mills. (Dry cleaning soap) (In Texas laundry & dry cleaning journal, Apr. 1954) Appl. author: Paul V. Warren. © 1Apr54; KK98784.

Conductivity control. ACCU-C137. [Endorsed by] Al Paddock. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54; KK98779.

Conductivity control. ACCU-C138. [Endorsed by] Sam Matlin. (Dry cleaning soap) (In National cleaner & dyer, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK98783.

Conductivity control. ACCU-C139. Leading wholesaler from Ohio says ... (Dry cleaning soap) (In National cleaner & dyer, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98782.

Conductivity control. ACCU-C140. [Endorsed by] Edward H. Satchell, Sr. (Dry cleaning soap) (In National cleaner & dyer, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98780.

Conductivity control. ACCU-C141. [Endorsed by] Len Orlin. (Dry cleaning soap) (In National cleaner & dyer, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK98781.

Conductivity control cuts costs of cleaning and spotting in one of Rochester's quality plants. S886-93. [Endorsed by] Mr. Scofield. (Dry cleaning soap) (In Cleaning & laundry world, Nov. 1953) Appl. author: Paul V. Warren. © 1Nov53; KK98806.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-121. [Endorsed by] Ethel M. Toner. (Dry cleaning soap) Sheet. Appl. author: Paul V. Warren. © 1Apr54; KK98823.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-122. [Endorsed by] Charles M. Jaksec. (Dry cleaning soap) Sheet. Appl. author: Paul V. Warren. © 1Mar54; KK98825.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-123. [Endorsed by] Ernest L. Guy. (Dry cleaning soap) Sheet. Appl. author: Paul V. Warren. © 1Apr54; KK98826.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-124. [Endorsed by] Thomas Blatt. (Dry cleaning soap) Sheet. Appl. author: Paul V. Warren. © 1Mar54; KK98822.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-130. [Endorsed by] Joe C. Hopper. (Dry cleaning soap) (In Texas laundry & cleaning journal, Mar. 1954) Appl. author: Paul V. Warren. © 1Mar54; KK98814.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-131. [Endorsed by] Douglas Wong. (Dry cleaning soap) (In Laundry & dry cleaning journal of Canada, Mar. 1954) Appl. author: Paul V. Warren. © 1Mar54; KK98815.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-135. [Endorsed by] Georges Michon. (Dry cleaning soap) Sheet. Appl. author: Paul V. Warren. © 1Apr54; KK98824.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-142. [Endorsed by] S. F. Frank. (Dry cleaning soap) (In National cleaner & dyer, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK98785.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-143. [Endorsed by] Jerry Normington. (Dry cleaning soap) (In National cleaner & dryer, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98786.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-144. [Endorsed by] Nicholas Dirina. (Dry cleaning soap) (In National cleaner &

dyer, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK98787.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-150. [Endorsed by] C. N. Bohnsack. (Dry cleaning soap) (In Cleaning & laundry world, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98789.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-152. [Endorsed by] W. T. Smith. (Dry cleaning soap) (In Cleaning & laundry world, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98788.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-153. [Endorsed by] Charles E. Howard. (Dry cleaning soap) (In National cleaner & dyer, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98813.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-154. [Endorsed by] Arthur A. Strom. (Dry cleaning soap) (In Cleaning & laundry news, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98812.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-155. [Endorsed by] Eugene Morgenthaler. (Dry cleaning soap) (In National cleaner & dyer, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98811.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-156. [Endorsed by] R. J. Vanderlin. (Dry cleaning soap) (In National cleaner & dyer, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK98810.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-158. [Endorsed by] P. N. Plyler, Jr. (Dry cleaning soap) (In Laundryman's guide, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98809.

Conductivity control maintains a fixed water balance in the 4 o/o solution which is not affected by the fabrics. 886B-159. [Endorsed by] Clayman's of Toronto. (Dry cleaning soap) (In Laundry & dry cleaning journal of Canada, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98808.

Conductivity control pays big in this extractor-rinse plant. Read this factual report from a leader in Wisconsin's young men's group. 886-113A. (Dry cleaning soap) (In American drycleaner, Feb. 1954) Appl. author: Paul V. Warren. © 1Feb54 (in notice: 1953); KK98804.

Conductivity control pays big in this extractor-rinse plant. The first major contribution to the dry cleaning industry in a good many years. S886-112A. (Dry cleaning soap) (In American dry cleaner, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98803.

- Conductivity control pays big in this extractor-rinse plant. The wet cleaning department became almost dormant. S886-133A. (Dry cleaning soap) (In American dry cleaner, Mar. 1954) Appl. author: Paul V. Warren. © 1Mar54; KK98773.
- Conductivity control process. ACCU-El47A. [Endorsed by] Mr. Tomasello. (Dry cleaning soap) (In Laundry & cleaning age, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98778.
- Conductivity control process. ACCU-El48A. [Endorsed by] William Goldman. (Dry cleaning soap) (In American drycleaner, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98775.
- Conductivity control process. ACCU-El49A. [Endorsed by] Harry G. Newnam. (Dry cleaning soap) (In American drycleaner, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98776.
- Conductivity control process. ACCU-El51A. [Endorsed by] Orville Potts. (Dry cleaning soap) (In Rocky Mountain recorder, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98777.
- Do it just good enough so that your customers don't complain. ACCU-132. (Dry cleaning soap) (In National cleaner & dyer, Mar. 1954) Appl. author: Paul V. Warren. © 1Mar54; KK98817.
- Electronic controls provide uniform perspiration removal without wrinkling. After more than five months of conductivity control ... S886-105. (Dry cleaning soap) (In Laundryman's guide, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98796.
- Electronic controls provide uniform perspiration removal without wrinkling. After using 4 o/o 886 in a Prosperity 6A ... S886-109. (Dry cleaning soap) (In Laundry & dry cleaning journal of Canada, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98793.
- Electronic controls provide uniform perspiration removal without wrinkling. 4 o/o 886 with Street's extractor-rinse ... S886-107. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98795.
- Electronic controls provide uniform perspiration removal without wrinkling. 4 o/o solution of 886 ... S886-108. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98794.
- Electronic controls provide uniform perspiration removal without wrinkling. Here is a model wholesale plant ... S886-116. (Dry cleaning soap) Sheet. Appl. author: Paul V. Warren. © 1Jan54 (in notice: 1953); KK98772.
- Electronic controls provide uniform perspiration removal without wrinkling. Here is another 6A plant ... S886-98. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98800.
- Electronic controls provide uniform perspiration removal without wrinkling. In April, 1953 ... S886-103. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98798.
- Electronic controls provide uniform perspiration removal without wrinkling. In reporting on results with 4 o/o 886 ... S886-99. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98799.
- Electronic controls provide uniform perspiration removal without wrinkling. Mr. Bonham appreciated the simplicity of use and uniformity ... S886-118. (Dry cleaning soap) Sheet. Appl. author: Paul V. Warren. © 1Feb54 (in notice: 1953); KK98771.
- Electronic controls provide uniform perspiration removal without wrinkling. Mr. Robbins has helped to make dry cleaning history ... S886-95. (Dry cleaning soap) (In Texas laundry and cleaning journal, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98802.
- Electronic controls provide uniform perspiration removal without wrinkling. Mr. Robinette was one of the first to install the extractor-rinse ... S886-97. (Dry cleaning soap) (In Pacific laundry & cleaning journal, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98801.
- Electronic controls provide uniform perspiration removal without wrinkling. One of northern Wisconsin's most progressive plant owner's ... S886-110. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98792.
- Electronic controls provide uniform perspiration removal without wrinkling. One of southern California's leading wholesale plants ... S886-111. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98791.
- Electronic controls provide uniform perspiration removal without wrinkling. Two-bath-extractor-rinse ... S886-104. (Dry cleaning soap) (In National cleaner & dyer, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98797.
- From Cleveland to Washington. 2500 conductivity installations and an overwhelming vote of confidence. ACCU-126. (Dry cleaning soap) (In National cleaner & dyer, Mar. 1954) Appl. author: Paul V. Warren. © 1Mar54; KK98816.
- The most famous names in drycleaning endorse Street's conductivity control. S886-119B. (Dry cleaning soap) (In National cleaner & dyer, Apr. 1954) Appl. author: Paul V. Warren. © 1Apr54; KK98820.
- The only practical application of automatic moisture control in commercial use. Components of the conductivity unit. ACCU-128. (Dry cleaning soap) (In National cleaner & dyer, Mar. 1954) Appl. author: Paul V. Warren. © 1Mar54; KK98818.
- The only practical application of automatic moisture control in commercial use. Street's two-bath method with electronic conductivity control has revolutionized the drycleaning industry. ACCU-166. (Dry cleaning soap) (In National cleaner & dyer, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK98819.
- Peerless, southern California's largest retail drycleaners. ACCU-129. (Dry cleaning soap) Sheet. Appl. author: Paul V. Warren. © 1May54; KK98821.
- Perchlorethylene plant equipped for two-bath profits from Street's conductivity control. I feel that it has performed the claims you make. ACCU-D146A. (Dry cleaning soap) (In American dry cleaner, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98790.
- Perchlorethylene plant equipped for two-bath profits from Street's conductivity control. Under arm perspiration rings are a thing of the past. ACCU-D145A. (Dry cleaning soap) (In Laundry & cleaning age, May 1954) Appl. author: Paul V. Warren. © 1May54; KK98774.
- Progressive machinery manufacturers are making it easy for you to rinse in pure solvent. Is 4 o/o with no rinse practical? Bulletin no. 5372-M. (Dry cleaning soap) 4 p. Appl. author: Paul V. Warren. © 20Apr53; KK98807.
- A very important message from a very important person. S886-96. (Dry cleaning soap) (In Cleaning and laundry world, Jan. 1954) Appl. author: Paul V. Warren. © 2Jan54 (in notice: 1953); KK98805.
- STURBRIDGE CORPORATION. © Old Sturbridge 100 o/o stone ground whole wheat bread. A good deal for you, the dealer. Pamphlet. Appl. author: Rose Mill, inc. © 1Nov54; KK102555.
- STURMAN, ISIDORE, d.b.a. AWON PRODUCTS. SEE Awon Products.
- SUFFIX SHOE MANUFACTURING COMPANY. Little Sweetheart slippers, by Suffix. Label. © Myer S. Silver, d.b.a. Suffix Shoe Mfg. Co.; 27Aug54; KK101420.
- SUN HARBOR PACKING COMPANY. © Purr all tuna red meat, the catillac of pet foods. Contents 6 1/2 oz. avoird. Label. Appl. author: Alfred Clark. © 8Sep54; KK100172.
- SUNBEAM CORPORATION. © Only Sunbeam Shavemaster has the big smooth single head that shaves beards tough as wire ... (In the Saturday evening post, June 12, 1954, p. 119) Appl. author: Albert E. Widdifield. © 9Jun54; KK102132.
- Sunbeam, the best electric appliances made. The newest, most modern steam or dry iron. (In Good housekeeping, Aug. 1954, p. 10) Appl. author: Albert E. Widdifield. © 20Jul54; KK102133.
- SUNDIAL SHOE COMPANY. © Dreamy, says the teen crowd. (In Life, Sept. 20, 1954, p. 122) Appl. author: Hoag & Provandie, inc. © 20Sep54; KK101680.
- For men who get around. (In Life, Oct. 18, 1954, p. 113) Appl. author: Hoag & Provandie, inc. © 18Oct54; KK100887.
- For men who think young. (In Life, Dec. 13, 1954, p. 67) Appl. author: Hoag & Provandie, inc. © 13Dec54; KK102559.
- For rugged men only. (In Life, Sept. 13, 1954, p. 141) Appl. author: Hoag & Provandie, inc. © 13Sep54; KK99878.

SUNDIAL SHOE COMPANY. Cont'd.

Heel, toe, you on the go. (In Life, Oct. 4, 1954, p. 18) Appl. author: Hoag & Provandie, inc. © 4Oct54; KK100431.

Make their first day more exciting. (In Life, Aug. 23, 1954, p. 53) Appl. author: Hoag & Provandie, inc. © 23Aug54; KK99354.

SUN-DROP SALES CORPORATION OF AMERICA. ©

Try the new citrus Cola type [soft] drink. Refreshing as a cup of coffee. Label. Appl. author: Kim Obata. © 22Mar54; KK98603.

SUNKIST GROWERS, INC. ©

Sunkist California concentrate for lemonade. Contents 2 1/2 fluid ozs. Label. Appl. author: Exchange Lemon Products Co. © 23Oct52; KK99710.

Sunkist lemon juice. Contains 8 individual packages; net contents of each 1 fluid oz. Label. Appl. author: Exchange Lemon Products Co. © 15Jun54; KK99709.

Sunkist lemon juice. Equal to juice of one average lemon. Net content 1 fluid oz. Label. Appl. author: Exchange Lemon Products Co. © 15Jun54; KK99708.

SUPER MARKET INSTITUTE, INC. ©

Advertising-promotion service. Prepared with the cooperation of McCall's magazine. Pamphlet. Appl. author: McMahon & Morse. Aug. 1954. © 2Jul54; KK98080. Sept. 1954. © 26Jul54; KK99040. Oct. 1954. © 26Aug54; KK99441. Nov. 1954. © 29Sep54; KK100282. Dec. 1954. © 1Nov54; KK101285. Jan. 1955. © 6Dec54; KK102319.

SUPERBA CRAVATS, INC. ©

A million wearers say: The world's best tie, regardless of price, is Superba's tie of 100 % dacron. (In Esquire, Dec. 1953, p. 198) © 10Nov53; KK102167.

SUPERIOR PAINT AND VARNISH CORPORATION. ©

Breeze drip-less flat enamel. White. Gallon U. S. measure. Label. Appl. author: Milton Zeitlin. © 26Aug54; KK100315.

SUPERIOR PLANS. ©

Courtesy inspection in the interest of better performance and greater safety ... (Auto service) Sheet. © Superior Plans, owner, Harry Dennis Bradshaw; 21Jul54; KK98575.

Enjoy safe, worry-free driving. (Auto service) Sheet. Appl. author: Harry D. Bradshaw. © 30Nov54; KK102140.

Howdy, time now to give your Ford a lift for fall. (Auto service) Sheet. © Superior Plan, owner, Harry Dennis Bradshaw; 30Sep54; KK100483.

[Service promotion] A good investment from any angle. (Auto service) Sheet. © Superior Plans, owner, Harry Dennis Bradshaw; 27Aug54; KK99638.

What a difference. (Automobile service) Sheet. © Superior Plans, owner, Harry Dennis Bradshaw; 27Oct54; KK101121.

SUPEROL DISTRIBUTING COMPANY.

Superol, 100 sterilized waterproof adhesive strips. Label. © John G. Mas, d.b.a. Superol Distributing Co.; 15Nov54; KK102022.

SUPREME PRODUCTS, INC. ©

The new can't-go-wrong method of home haircutting. (Hair clipper)

13 p. Appl. author: Wendell Walker. © 25Apr54; KK98408.

SUTHERLAND PAPER COMPANY. ©

Golden Glow sweet cream butter. One pound net. Label. Appl. author: Clifton T. Wilson. © 14Jul54; KK99270.

Iowana bulk pack ice cream. Design no. 811. Contents half gallon. Label. Appl. author: Clifton T. Wilson. © 7Oct54; KK100950.

Raspberry sherbet. Contents one pint liquid. No. 594. Label. Appl. author: Clifton T. Wilson. © 4Feb54 (in notice: 1953); KK98005.

Sherbet. One pint liquid. No. 903. Label. Appl. author: Clifton T. Wilson. © 4Mar54 (in notice: 1953); KK98006.

SWANSON (C. A.) AND SONS, INC. ©

2 Swanson apple pies. Net weight 10 ounces. Label. Appl. author: Dick Machamer. © 26Oct54; KK101608.

2 Swanson cherry pies. Net weight 10 ounces. Label. Appl. author: Dick Machamer. © 26Oct54; KK101607.

SWANSON'S COOKIE COMPANY. ©

Archie the Archway baker. Sheet. Appl. author: Thomas Irwin. © 9Nov54; KK101532.

SWEETERKORN COMPANY.

Sweeterkorn Hybrid sweet corn for the family with a freezer. Label. Appl. author: Robert H. Spry. © Sweeterkorn Co. (in notice: Sweeterkorn); 1Feb54; KK101542.

SWIFT MANUFACTURING COMPANY. ©

This is Colorprene. (Woven fabric) Pamphlet. Appl. author: Charlton H. Williams. © 12Mar54; KK98524.

SWISS FEDERATION OF WATCH MANUFACTURERS. ©

The beauty that's always on time. [Woman wearing large black hat & yellow summer dress] (In Life, Aug. 2, 1954, p. 61) Appl. author: Foote, Cone & Belding. © 30Jul54; KK99804.

The watch that can hide its lovely face behind a match. (In Life, Oct. 25, 1954, p. 107) Appl. author: Foote, Cone & Belding. © 22Oct54; KK101396.

What makes it tick? [Norman Rockwell painting of small boy watching old jeweler repairing watch] (In Life, Sept. 6, 1954, p. 75) Appl. author: Foote, Cone & Belding. © 3Sep54; KK99803.

SWISSEDDENT FOUNDATION. ©

Creators and originators of Dento-Genic restorations, through clinical investigations and research, by ethical dentists in dynesthetics. (In Southern California State Dental Association Journal, May 1954, p. 5) Appl. author: John Pollard Frush. © 1May54; KK99574.

SYRACUSE ORNAMENTAL COMPANY, INC. ©

Country-wide retail sales make these your proven profit producers. Syroco wood [giftware] (In Gift and art buyer, Feb. 1952, p. 21) © 13Feb52; KK98693.

8 best sellers. Syroco. (Sconces, wall clocks & wall mirrors) (In the Gift and art buyer, Oct. 1954, p. 13) Appl. author: Moser & Cotins, inc. © 18Oct54; KK101605.

High, wide 'n handsome, Syroco space makers set the trend. (Shelf wall bracket, candle sconce & sunburst mirror) (In the Gift and art buyer, Sept. 1954, p. 12) Appl. author: Moser & Cotins, inc. © 13Sep54; KK100093.

Now to complete America's fastest selling decorative clock line, Syroco announces 4 dramatic new clocks ... (In the Gift and art buyer, July 1954, p. 12-13) Appl. author: Moser & Cotins, inc. © 10Jul54; KK99575.

So beautiful, yet so practical. Genuine Syroco wood curio cabinet. (In House beautiful, Nov. 1950, p. 293) © 20Nov50; KK98694.

Still time for Christmas delivery. Syroco. (Wall plaque & clocks) (In the Gift and art buyer, Nov. 1954, p. 13) Appl. author: Moser & Cotins, inc. © 8Nov54; KK101606.

T

T AND F MARKETING COMPANY, INC. ©

Top Frost frozen concentrated tangerine juice, unsweetened. Contents 6 fl. oz. Label. © 27Jan54; KK97906.

Top Frost frozen fresh cut green beans. Net weight 10 oz. Label. © 23Mar54; KK98085.

T AND T PRODUCTS, INC. ©

Tip Top soft drinks. 6 delicious flavors ... 32 oz. full quart. Label. © 9Jun54; KK98474.

TALMAN FEDERAL SAVINGS AND LOAN ASSOCIATION OF CHICAGO. ©

To savers of money, Talman says, make your money serve you, carry out your wise plans without hesitation. (In Chicago Sunday Tribune, June 27, 1954, p. 17) © 27Jun54; KK98641.

TAP-A-CAN DIVISION, PABST BREWING COMPANY. SEE Pabst Brewing Company.

TASTY BAKING COMPANY. ©

Tastykake, krumb cake and coffee. [Design no. 165] Poster. © 5Aug54; KK99030.

TAYLOR (JOE) COMPANY.

Taylor-Made chemically sun-screened exterior finish. One gallon. (Paints) Label. Appl. author: Larry Raymond Co. © Jolly J. Taylor, d.b.a. Joe Taylor Co.; 16Sep54; KK100777.

TAYLOR, JOLLY J., d.b.a. JOE TAYLOR COMPANY. SEE Taylor (Joe) Company.

TAYLOR (THOMAS) AND SONS. ©

Comfortable self-adjustment with TayloRings, for smart year-round wear. (Shoe goring) (In Boot and shoe recorder, Sept. 15, 1954, p. 36) Appl. author: Ralph A. Parker. © 15Sep54; KK100271.

Elastic shock cord, a product of many uses. (In the Technology review, July 1954, p. 515) Appl. author: Ralph A. Parker. © 3Aug54; KK99238.

Hot materials for cool, self adjusting shoes. (Non-elastic knit straw) (In Shoe and leather reporter, Nov. 20, 1954, p. 4 of cover) Appl. author: Ralph A. Parker. © 20Nov54; KK102432.

Knit straw, elastic and non-elastic. (In Leather and shoes, Oct. 16, 1954, p. 96) Appl. author: Ralph A. Parker. © 16Oct54; KK101384.

Shugor adds summer charm to classic and casual. (Shoe goring) (In Leather and shoes, June 12, 1954, p. 4 of cover) Appl. author: Ralph A. Parker. © 12Jun54; KK98418.

Shugor takes a bow for these new ankle-strap variations. (Shoe goring) (In Leather and shoes, Aug. 14, 1954, p. 40) Appl. author: Ralph A. Parker. © 14Aug54; KK100145.

Sure hits with the juvenile miss. Shugor [shoe goring] (In Boot and shoe recorder, Aug. 15, 1954, p. 38) Appl. author: Ralph A. Parker. © 15Aug54; KK100144.

Swiss [elastic and non-elastic] straw. (In Boot and shoe recorder, Oct. 15, 1954, p. 67) Appl. author: Ralph A. Parker. © 15Oct54; KK100934.

There is always a market for Romeos. Shugor. (Shoes) (In Boot and shoe recorder, Nov. 15, 1954, p. 90) Appl. author: Ralph A. Parker. © 15Nov54; KK102782.

Well built Romeos. Shugor [shoe goring] (In Boot and shoe recorder, June 15, 1954, p. 17) Appl. author: Ralph A. Parker. © 15Jun54; KK97775.

TECHNIC, INC. ©
Soluble precious metals for electroplating. Price list. Folder. Appl. author: George T. Metcalf Co. © 20Aug54; KK99278.

TECHNICAL MATERIEL CORPORATION. ©
Sales service bulletin number 103. Model SFO regenerator. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99563.

Sales service bulletin number 110. Model PCA peak clipping amplifier. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99564.

Sales service bulletin number 118. Frequency shift exciter, model XFK. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99562.

Sales service bulletin number 124B. Remote control system, model RCR. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99561.

Sales service bulletin number 149. Receiver broadband input transformer, models RBT. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99560.

Sales service bulletin number 166. Low frequency communication receiver, model FFR-L. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99559.

Sales service bulletin number 167. Tone intelligence system, model TIS. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1Aug54; KK101013.

Sales service bulletin number 168. Filter panel, model SFP-2. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99555.

Sales service bulletin number 169. Vertical receiving antenna, model VRA-1. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99556.

Sales service bulletin number 170. Diversity receiving package, model DRP-1. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99557.

Sales service bulletin number 172. Signal control unit, model SCU. (Electronic equipment) (In TMC general catalog of sales service bulletins) © 1May54; KK99558.

TECHNICAL PRODUCTS COMPANY, INC. ©
Precision instrument gears, research

and development. Folder. Appl. author: Tofa William Khiralla. © 4Nov54; KK101540.

TELECOMPUTING CORPORATION. ©
Electronic control, a reality today in retailing. (Recording machines) (In the Wall Street journal, Nov. 23, 1954, p. 17) © 23Nov54; KK102179.

TELL (WILLIAM) INC. ©
The Tell story. William Tell apple juice. Contents 1 qt. 14 fl. ozs. Label. © 5Nov54; KK101869.

TEMCO AIRCRAFT CORPORATION. ©
Engineering. A report on a new and important source for prime contract aircraft research and development. Pamphlet. Appl. authors: Robert McCulloch & Sydney Carter. © 9Feb54; KK97802.

Temco Greenville, second wind for busy aircraft. Pamphlet. Appl. authors: Robert McCulloch & Sydney Carter. © 28Apr54; KK97803.

TENNESSEE FOOD FAIR, INC. ©
Tennessee Food Fair stores. One buck. Sheet. Appl. title: The buck system. Appl. author: H. C. Kirk. © 1Jan53; KK101973.

TESTED PRODUCTS COMPANY. ©
Non-skid platen pep process. 4 oz. (Typewriter platen preparation) Label. Appl. author: Walter Hanson. © 11Oct54; KK102693.

THATCHER FURNACE COMPANY. ©
Conducting the heating survey. 16 p. Appl. authors: Wehner Advertising Agency & Thatcher Furnace Co. © 10Sep54; KK100998.

The how to of telephone canvassing. 18 p. Appl. authors: Wehner Advertising Agency & Thatcher Furnace Co. © 13Aug54; KK100999.

Making the cold canvass profitable. 14 p. Appl. authors: Wehner Advertising Agency & Thatcher Furnace Co. © 27Aug54; KK100997.

THEOFILOS, JOHN P. ©
Here are the directions to make a long line of balloon toys and decorations. Sheet. © 17Dec54; KK102648.

New ornaments and playthings made with balloons and balloon bubbles, and cardboard figures and strips, and ball and bullet-shaped valves. Sheet. © 6Oct54; KK100476.

THERMOID COMPANY. ©
Save up to 50 o/o on your seed costs and get more grasses and legumes. Convert now with a Thermoid Band Seeder. (In American agriculturist, June 5, 1954, p. 11) Appl. author: W. Joseph Culbertson. © 5Jun54; KK97949.

THOMA, EDWIN L. AND MABEL V. THOMA,
a partnership, 5-WAY COFFEE FASHION. SEE 5-Way Coffee Fashion.

THOMA, MABEL V. AND EDWIN L. THOMA,
a partnership, 5-WAY COFFEE FASHION. SEE 5-Way Coffee Fashion.

THOMAS, EARL B. ©
Shuffle-Gof, a new, thrilling game for indoors or outdoors fun. Sheet. © 7Jul54; KK98462.

THOMAS (S. B.) INC. ©
Keep your middle age young. (Bread) (In Daily news, Mar. 15, 1954, p. 34) Appl. author: Robert W. Orr & Associates, inc. © 15Mar54; KK98498.

THOMAS INDUSTRIES, INC.
Create stunning effects with Moe Light recessed lighting. Folder. © Moe Light Division, Thomas Industries, inc.; 30Jun54; KK98051.

Moe Light decorator line for inspiration-lighting. Folder. © Moe Light Division, Thomas Industries, inc.; 1Sep54; KK99853.

New light, new beauty. Achieve inspiration-lighting with these new low cost Moe Light fixtures. (In Life, Nov. 15, 1954, p. 77) Appl. author: William Hart Adler, inc. © Moe Light, division of Thomas Industries, inc. (in notice: Moe Light); 15Nov54; KK101481.

THOMKEN INDUSTRIES.
Spotex, the atomic age spot remover kit. Instruction chart. Sheet. © Thomas P. Connelly, Jr., d.b.a. Thomken Industries; 11Aug54; KK101408.

THOMPSON, TOM, AND MARIE E. WEYANT,
d.b.a. M. E. WEYANT PAPER PRODUCTS. SEE Weyant (M. E.) Paper Products.

THOMPSON GRINDER COMPANY. ©
Thompson type CX surface grinder. Catalog CX54. Pamphlet. Appl. author: Emerson Hadley Mook. © 1Jul54; KK99637.

THOMPSON WARD COMPANY. ©
Free diamond ring contest. Folder. © 7Sep54; KK99890.

THURSTON, JANE.
Madonnas of the Renaissance; an Esto program. (Recording Esto-gruve) Label. Appl. author: Carl Thurston. © Jane Thurston & Esto Pub. Co.; 1Jul54; KK97948.

TICONIUM. ©
Dental Dan the Minute Man. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Jul54; KK98384.

Dentic digest. (Dental alloy) Pamphlet. Appl. author: A. J. Griffin. © 4Oct54; KK100543.

Like the name on your door. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Aug54; KK99213.

7 prosthetic points of superiority. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Sep54; KK100253.

Try this one. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Nov54; KK101821.

TILLMAN SURVEY. ©
Investment-success on a silver platter. (Advisory bulletins) Sheet. Appl. author: Carroll Tillman. © 1Aug54; KK99337.

TIME, INC. ©
In Life [magazine] this week, there's a new and rich variety of pictures and stories to give you fun, excitement, surprise, information. (In the New York times, Apr. 1, 1954, p. 24) Appl. author: Young & Rubicam, inc. © 1Apr54; KK97897.

A million dollars' worth of stamps, in a twenty-cent copy of Life [magazine] (In the New York times, Apr. 29, 1954, p. 24) Appl. author: Young & Rubicam, inc. © 29Apr54; KK97890.

Our spring check-up shows a healthy expansion of the indices. Life [magazine] (In the New York times, Apr. 15, 1954, p. 22) Appl. author: Young & Rubicam, inc. © 15Apr54; KK97891.

A path to peace through prayer. Life [magazine] (In the New York times, Sept. 9, 1954, p. 28) Appl. author: Young & Rubicam, inc. © 9Sep54; KK100600.

A re-born Germany poses for her portrait, but can't sit still. Life [magazine] (In the New York times, May 6, 1954, p. 26) Appl. author: Young & Rubicam, inc. © 6May54; KK97889.

TIME, INC. Cont'd.

Small fry find it pays to advertise. Life [magazine] (In the New York times, June 17, 1954, p. 18) Appl. author: Young & Rubicam, inc. © 17Jun54; KK98566.

Spectacle: man-made style, and mother-nature style. Life [magazine] (In the New York times, Sept. 16, 1954, p. 60) Appl. author: Young & Rubicam, inc. © 16Sep54; KK100601.

Wait till Life [magazine] hits your house this week. (In the New York times, July 1, 1954, p. 11) Appl. author: Young & Rubicam, inc. © 1Jul54; KK98567.

Who's on the party line? (Magazine) (In the Nashville banner, Oct. 13, 1954, p. 41) Appl. author: Young & Rubicam, inc. © 13Oct54; KK102067.

Will the bust go boom? Life [magazine] (In the New York times, Sept. 2, 1954, p. 22) Appl. author: Young & Rubicam, inc. © 2Sep54; KK100599.

Young love on a temporarily permanent basis. Life [magazine] (In the New York times, June 10, 1954, p. 22) Appl. author: Young & Rubicam, inc. © 10Jun54; KK98564.

TIMELY CLOTHES, INC. ©

Here's your Dacron-wool tropical with the plus of balanced tailoring. (In Time, June 1, 1953, p. 46) Appl. author: L. C. Gumbinner Advertising Agency, inc. © 28May53; KK98722.

TIMKEN ROLLER BEARING COMPANY. ©

The hammer with the golf club feel. (Fine alloy steel & seamless tubing) (In Newsweek, Oct. 25, 1954, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 25Oct54; KK101877.

Keeping America on the go with Timken tapered roller bearings. Can you spare a minute for a miracle? (In Business week) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19Jun54; KK98100.

Keeping America on the go with Timken tapered roller bearings. How to make a freight train act like this Panama Limited. (In Business week, July 17, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 17Jul54; KK99606.

Keeping America on the go with Timken tapered roller bearings. 1/3 mile of roller freight cars to speed Western Maryland shipments. (In Business week, Oct. 9, 1954, p. 4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9Oct54; KK101236.

Keeping America on the go with Timken tapered roller bearings. Roller freight rolls out the carpet for goods, the way the 20th Century rolls it out for people. (In the Saturday evening post, Sept. 18, 1954, p. 80) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 18Sep54; KK100776.

Keeping America on the go with Timken tapered roller bearings. This eagle's fast even for Texas, but roller freight will match it. (In U. S. news & world report, Oct. 8, 1954, p. 3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 8Oct54; KK101237.

Keeping America on the go with Timken tapered roller bearings. What makes him twice the farmer his grandfather was? (In the Saturday evening post, Aug. 14, 1954, p. 77) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 14Aug54; KK99605.

Power company pulls savings out of this hole. (Fine alloy steel & seamless tubing) (In U. S. news & world report) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 25Jun54; KK98099.

Steel that raises the speed limit in a textile mill. (Fine alloy steel & seamless tubing) (In Business week, Nov. 6, 1954, p. 4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 6Nov54; KK101586.

Steel that saves two days time two miles down. (In Newsweek, Sept. 6, 1954, p. 2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 6Sep54; KK100775.

The time bomb that gives an engine more power. (Fine alloy steel & seamless tubing) (In Newsweek, July 12, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 12Jul54; KK100774.

Timken carbide insert rock bit. Price list, Sept. 1, 1954. Folder. Appl. author: Peter C. Poss. © 9Sep54; KK99729.

Timken threaded multi-use rock bit. Price list, Sept. 1, 1954. Folder. Appl. author: Peter C. Poss. © 9Sep54; KK99730.

TINNERMAN PRODUCTS, INC. ©

Assure safe transit. Secure friction-seal can lids with Tinnerman speed Clips. Bulletin no. 334-1. (Fastening products) Sheet. Appl. author: Meldrum & Fewsmith, inc. © 25May54; KK97795.

Fastest thing in Fastenings, Tinnerman speed Nuts. Bulletin 333. 7 p. Appl. author: Meldrum & Fewsmith, inc. © 1Jan54; KK98017.

Tinnerman lid-seal speed Clips. Bulletin no. 337. (Fastening products) Sheet. Appl. author: Meldrum & Fewsmith, inc. © 25May54; KK97794.

TIRES, INC. ©

The only concern of its kind in America. Tires, inc., America's greatest stocks of America's leading brands. (In New York Sunday mirror, Oct. 17, 1954, p. 73) © 17Oct54; KK100896.

Special purchase. \$127,000 inventory of the very highest quality snow tires. Fantastic savings of 52 % to 62 %. (In Sunday mirror, New York, Nov. 28, 1954, p. 67) © 28Nov54; KK101951.

TITAN RECORDS. ©

Linda Babits plays. (Phonograph records) Label. Appl. author: Rose Babits. © 15Aug54; KK99832.

TIZ-PRODUCTS, INC. ©

Announcing a special trio of Tiz-creme-and-color rinses, for the woman who wants to be frankly-yet beautifully gray. (In Vogue, Sept. 15, 1954, p. 161) Appl. author: Grant Advertising, inc. © 15Sep54; KK101471.

TOASTMASTER PRODUCTS DIVISION, MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company.

TOBIAS PAINT MANUFACTURING COMPANY. ©

Curtis quality. One gallon U. S. measure. (Paint can) Label. Appl. author: A. I. Tobias. © 24Sep54; KK100230.

Donley's [paint cans] One gallon U. S. measure. Label. Appl. author: A. I. Tobias. © 1Sep54; KK100000.

New Dutch. Label. Appl. author: A. I. Tobias. © New Dutch Paint Co., division of Tobias Paint Mfg. Co.; 1Sep54; KK100127.

New Scotch Lad. 1 gallon U. S. measure. (Paint can) Label. Appl. author: A. I. Tobias. © 29Sep54; KK100385.

Pittsburg master painters products. (Paint cans) Label. Appl. author: A. I. Tobias. © Pittsburgh Paint Products Division of Tobias Paint Mfg. Co.; 1Sep54; KK99999.

Richard's chrome finish aluminum paint. One gallon liquid U. S. measure. Label. Appl. author: A. I. Tobias. © Richard Paint Co., division of Tobias Paint Mfg. Co.; 15Dec54; KK102737.

Standard quality. One quart U. S. measure. (Paint can) Label. Appl. author: A. I. Tobias. © Tobias Paint Mfg. Co. (in notice: Brooke Paint Co., division of Tobias Paint Mfg. Co.); 15Nov54; KK101907.

TOMPKINS' LABEL SERVICE. ©

Here's a fast, economical and attractive method for labeling twist-tied bags. Our new popular decanter-shaped cardstock labels. Folder. Appl. author: Ernest William Friday. © 15Jun54; KK98070.

New, Tompkins Pres-to Seal labels. Folder. Appl. author: Ernest William Friday. © 28Jun54; KK98069.

This calendar is a Tompkins' Pres-to-Seal label. Appl. author: John Kirby Tompkins. © 3Dec54; KK102326.

TONI COMPANY DIVISION, GILLETTE COMPANY. SEE Gillette Company.

TONY'S SHOE SHOP.

Shoes repaired. Sheet. © Anthony Pacera, owner of Tony's Shoe Shop; 21May54; KK98179.

TOP-O-MART CLOTHES. ©

Retailers are invited to the summer house. (In Daily news record, Sept. 15, 1954, p. 20-21) © 15Sep54; KK99914.

TOPCO ASSOCIATES, INC. ©

Ched-R-Treat Food Club pasteurized process cheese food. Net weight 2 lb. Label. © 10Mar54; KK97907.

Food Club cut green beans, with added salt. Contents 15 1/2 oz. avd. Label. © 24Jul53; KK97902.

Food Club frozen concentrated grapefruit juice, unsweetened. Contents 6 fl. oz. Label. © 27Jan54; KK97905.

Food Club orange juice. Sugar added. Contents 1 pt. 2 fl. oz. Label. © 9Mar54; KK98086.

Food Club quick frozen chicken pie. Net weight 8 oz. Label. © 27Apr54; KK98758.

TOWNE TALK COMPANY. ©

Towne Pride ready butterscotch topping, made with pure creamery butter. Net contents 46 fl. oz. Label. Appl. author: Tinsley T. Jepson. © 1Feb53; KK98709.

Towne Pride ready chocolate real chocolate flavored syrup. Net contents 46 fl. oz. Label. Appl. author: Tinsley T. Jepson. © 1Feb53; KK98708.

Towne Pride ready crushed pineapple topping. Net contents 46 fl. oz. Label. Appl. author: Tinsley T. Jepson. © 1Feb53; KK98707.

Towne Pride ready crushed strawberry topping. Net contents 46 fl. oz. Label. Appl. author: Tinsley T. Jepson. © 1Feb53; KK98710.

Towne Pride ready hot chocolate fudge topping. Net contents 46 fl. oz. Label. Appl. author: Tinsley T. Jepson. © 1Feb53; KK98711.

TOY DEVELOPMENT COMPANY, INC. © Say hey, it's Willie Mays' own baseball game. Label. Appl. author: Oliver Garfield. © 12Nov54; KK101595.

TRACE ELEMENTS CORPORATION. © Admiral sea salt trace elements for health. Label. Appl. author: McCann-Erickson, inc. © 13Dec54; KK102634.

TRANSPORTATION MANAGEMENT SERVICE, INC. © Monthly pocket calendar. Jan. 1955. Folder. © 21Dec54; KK102668.

TRANS-WORLD CORPORATION. © Sun-Shield auto glare no. 77. Net contents one gallon. (Windshield coating) Label. Appl. author: Horace Joseph Haupt. © 15Aug54; KK99877.

TREASURE STAMP COMPANY. © Pirate Pete treasure saving stamp. Sheet. Appl. author: Cye Tankersley. © 14Jun54; KK97837.

TREASURECRAFT GAMES. © Blo-Go, fun for children, fun for grown-ups. Label. Appl. authors: George E. Platzner, Jr. & Richard B. Armstrong. © 19Aug54; KK99272.

TREXLER, HARRY C., ESTATE OF. Buffalo brand, Pennsylvania U. S. no. 1 apples. 5 lbs. net. Label. © Estate of Harry C. Trexler, Trexler Farms Division, trustees: Nolan F. Benner, John C. Shumberger, Sr., Joseph S. Young, William B. Butz, Victor E. Fritz; 28Sep54; KK101611.

TRI CHEM, INC. © No one should hesitate, anyone can decorate with Tri Chem liquid embroidery. General directions. (Waterproof marking paints) Folder. © 30Jul54; KK99023.

TRI-COUNTY PRODUCERS COOPERATIVE ASSOCIATION. © Dawnkist brand grade A large eggs. Half dozen. Label. Appl. author: Elmo Underkoffler. © 24May54; KK98272.

TRIFARI, KRUSMAN AND FISHEL, INC. © We fooled him, with simulated pearls by Trifari. [Thief kneeling, taking pearls from safe] (In the New Yorker, June 5, 1954, p. 96) Appl. author: Abbott Kimball Co., inc. © 3Jun54; KK98623.

We fooled him, with simulated pearls by Trifari. [Thief running away with pearls, bag in right hand] (In the New Yorker, June 19, 1954, p. 70) Appl. author: Abbott Kimball Co., inc. © 17Jun54; KK98625.

We fooled him, with simulated pearls by Trifari. [Thief standing, taking pearls from safe; picture hanging crooked on wall] (In the New Yorker, May 22, 1954, p. 106) Appl. author: Abbott Kimball Co., inc. © 20May54; KK98621.

We fooled him, with simulated pearls by Trifari. [Thief with pearls across right shoulder] (In the New Yorker, May 15, 1954, p. 112) Appl. author: Abbott Kimball Co., inc. © 13May54; KK98620.

We fooled him, with simulated pearls by Trifari. [Thief with pearls making getaway in car] (In the New Yorker, June 12, 1954, p. 82) Appl. author: Abbott Kimball Co., inc. © 10Jun54; KK98624.

We fooled him, with simulated pearls by Trifari. [Thief with pearls, making getaway on horse] (In the New Yorker, May 29, 1954, p. 74) Appl. author: Abbott Kimball Co., inc. © 27May54; KK98622.

TRIG-O-MATIC TOOL CORPORATION. © Now, automatic one-hand operated Trig-O-Matic pipe wrench. Sheet. Appl. author: John V. Larson. © 15Oct54; KK102225.

TRIMEDGE, INC. © The proof is positive, Trim-A-Luster will not rub off black. (Aluminum mouldings) (In Floor covering profits, Oct. 1954, p. 42) © 15Oct54; KK102421.

TRI-STATE SUPPLY CORPORATION. © New methods, new products, new advantages for you. (Electrical supplies) Envelope. Appl. author: Clarence F. Bowers. © 30Jun54; KK99334.

TROPICAL PAINT AND OIL COMPANY. © Colorful, durable Rhinamel, reinforced with Bakelite. (Enamel) Pamphlet. Appl. author: L. L. Miller. © 1Nov54 (in notice: 1953); KK102171.

Fume-Fite enamel, to resist acid fumes of every kind. Folder. Appl. author: L. L. Miller. © 29Oct54; KK102169.

Saving old roofs. 19 p. Appl. author: L. L. Miller. © 29Oct54; KK102172.

Tropical aluminum paints. Folder. Appl. author: L. L. Miller. © 1Nov54; KK102170.

TROY LAUNDRY MACHINERY, division of AMERICAN MACHINE AND METALS, INC. SEE American Machine and Metals, inc.

TUCKAHOE STUCCO CORPORATION. © Magicote Silicone sheds water. Label. © 10Sep54; KK99728.

TURN-TURN-TURNOVER COMPANY. Platterama. (Container for phonograph disc records) Label. © Paul J. Simon, d.b.a. Turn-Turn-Turnover Co.; 30Oct54; KK101931.

Platterama classifications. (Phonograph record devices) Card. © Paul J. Simon, d.b.a. Turn-Turn-Turnover Co.; 30Oct54; KK101930.

TUTTLE AND KIFT, INC. © Electric range replacement ring and coil guide. Calculator. Appl. author: Norman Ian Dewar. © 10Sep54; KK101522.

TWILIGHT STAR RINGS. © Twilight Star guaranteed diamond rings. 8 p. Appl. author: Hyman A. Massover. © 25Aug54; KK99545.

U

U. N. COMPANY, INC. © At last, an automatic tailgate lock for all dump trucks. It's the new Dun-Lockin automatic tailgate lock. Sheet. Appl. author: Lucien A. Grise. © 30Jun54; KK98632.

UHLEMANN OPTICAL COMPANY. © Am I well dressed? (Eyeglasses) Folder. Appl. author: Theodore R. Uhlemann. © 2Aug54; KK99873.

ULBRICH STAINLESS STEELS. © Cold rolled stainless strip steel. Slide rule. Appl. author: Fred Ulbrich, Sr. © 3May54; KK97865.

UNCLE MAC. Uncle Mac's pure stupid pills. 16 oz. ADP. (Placebos) Label.

© Robert S. McCarl, d.b.a. Uncle Mac; 10Sep54; KK100697.

UNGER COMPANY. © Better baked foods. Win-do-nut design. Label. Appl. author: L. A. Unger. © 29Apr54; KK101289.

Lind's Bakery, Burlington's finest. Baked foods design. Label. Appl. author: L. A. Unger. © 14Oct54; KK101256.

UNIMAN PRINTERS. © The overhead type garage door with models to suit every style of architecture; the Ridge door. Folder. Appl. author: Harold E. Switzgabel, Jr. © 15Nov54; KK102569.

UNION CARBIDE AND CARBON CORPORATION. © One piece, non-warping, non-staining, interchangeable drawer of Bakelite phenolic plastic. Folder. © 31Aug54; KK102004.

UNION SPECIAL MACHINE COMPANY. © Announcing the Thirty-Nine-Five [sewing machine] for overedging, overseaming, serging. Bulletin no. 300. Folder. Appl. author: Arthur James Feigel. © 17Dec54; KK102687.

If your product is women's wear, you can sew it better, faster, at lower cost on Union Special industrial sewing machines. Bulletin no. 265. Folder. Appl. author: Arthur James Feigel. © 18Oct54; KK101333.

Single-thread [sewing] machine for taping hems on skirts, dresses, ladies' coats, etc. Style 61100 C. Sheet. Appl. author: Arthur James Feigel. © 3Dec54; KK102478.

Suspended head bag closing [sewing] machines. Bulletin no. 201. Folder. Appl. author: Arthur James Feigel. © 24Sep54; KK100319.

Union Special industrial sewing machines. Style 54200 A, style 54200 E, also style 54200 C, style 54200 F, style 54200 G. Sheet. Appl. author: Arthur James Feigel. © 5Nov54; KK101525.

Union Special style 61100A, style 61100B [sewing machines] Sheet. Appl. author: Arthur James Feigel. © 16Jul54; KK98434.

UNISTRUT PRODUCTS COMPANY. © Unistrut standard shelf racks. (Metal framing) Sheet. © 28Sep54; KK100643.

UNITED AIRCRAFT PRODUCTS, INC. © Metallic O-ring and groove dimensions. Nominal tube size d = 1/8 inch. Bulletin no. 549162. Sheet. Appl. author: Kenneth Parker. © 25Oct54; KK101308.

Metallic O-ring and groove dimensions. Nominal tube size d = 1/16 inch. Bulletin no. 549164. Sheet. Appl. author: Kenneth Parker. © 25Oct54; KK101307.

Metallic O-ring and groove dimensions. Nominal tube size d = 3/32 inch. Bulletin no. 549163. Sheet. Appl. author: Kenneth Parker. © 25Oct54; KK101306.

UNITED FEATURE SYNDICATE, INC. © Li'l Abner, by Al Capp [pseud. of] Alfred G. Caplin. Halp, earthquake McGoon's stuffed Li'l Abner in the cement mixer. Cream of Wheat [breakfast food] (In the Saturday evening post, Sept. 25, 1954, p. 90) © 21Sep54; KK100971.

UNITED FEATURE SYNDICATE, INC. Cont'd.
Li'l Abner, by Al Capp pseud. of:
Alfred G. Caplin. Halp, honest
Abe jest rolled over s-suicide
cliff in his bran' new baby buggy.
Cream of Wheat. (Wheat breakfast
food) (In Sunset, Sept. 1954, p.
128) © 25Aug54; KK100022.

UNITED PIECE DYE WORKS. ©
For spun rayon weaves, Italian tex-
tured rayon-silk blends. Unifast
Unidye. Label. Appl. author:
Adeline A. Dembeck. © 29Oct54;
KK101720.

UNISEC, non-oily stain resistant,
permanently wrinkle resistant,
durably water repellent. [Man &
boy] (Jackets made from processed
fabrics) Label. Appl. author:
Adeline A. Dembeck. © 20Sep54;
KK100078.

UNISEC, non-oily stain resistant,
permanently wrinkle resistant,
durably water repellent. cMan's
legs (Slacks made from processed
fabrics) Label. Appl. author:
Adeline A. Dembeck. © 20Sep54;
KK100079.

UNITED PURE FOOD COMPANY. ©
Bouquet. South African rock lob-
ster. Net weight 6 1/2 oz. La-
bel. © 1Jul54; KK98642.

French mushrooms, choice sliced but-
ton. Net drained wt. 8 oz. La-
bel. © 15Jul54; KK99358.

French mushrooms, choice whole but-
ton. Net drained wt. 8 oz. La-
bel. © 15Jul54; KK99359.

French mushrooms, fancy miniature
button. Net drained wt. 4 oz.
Label. © 15Jul54; KK99360.

French mushrooms, fancy sliced but-
ton. Net drained wt. 8 oz. La-
bel. © 15Jul54; KK99356.

French mushrooms, fancy whole button.
Net drained wt. 8 oz. Label.
© 15Jul54; KK99357.

French mushrooms, pieces and stems.
Net drained wt. 8 oz. Label.
© 15Jul54; KK99355.

King George Norway sardines. Net
weight 3 3/4 ozs. Label.
© 11Aug54; KK100463.

TV brand genuine olive oil. One
gallon net. Label. © 5Feb54;
KK98175.

UNITED SHOE MACHINERY CORPORATION. ©
A shoe factory guide. Supergrip
sole attaching cements. Sheet.
© 4Oct54; KK102658.

UNITED STATES BREWERS FOUNDATION. ©
From where I sit, by Joe Marsh.
Appl. author: J. Walter Thompson
Co.

Blind man's bluff. © 7Oct54;
KK102495.

Browser's license. © 29Jul54;
KK101761.

Going, going, but not gone.
© 2Dec54; KK102494.

Granny drives but won't shift.
© 18Nov54; KK102493.

Guess it's called a safety drive.
© 16Dec54; KK102702.

High-priced mistake. © 27May54;
KK101757.

No sale. © 24Jun54; KK101759.

Nothing to sneeze at. © 12Aug54;
KK101762.

Our town makes good in New York
City. © 4Nov54; KK102492.

Slugger wins the home game.
© 23Sep54; KK102491.

Smitty's not-so-silent partner.
© 21Oct54; KK102490.

What's new with cows? © 15Jul54;
KK101760.

Wise stepmother. © 10Jun54;
KK101758.

The write prescription.
© 13May54; KK101756.

U. S. GAMES CORPORATION. ©

Golfer Ike; the indoor sport of a
lifetime for the entire family.
Label. Appl. author: Sifton
Friedman. © 10Sep54; KK100425.

UNITED STATES GYPSUM COMPANY. ©

The Business of farming. Handyman
plan. (Building materials) Fold-
er.

Easy-chore milk house. © 2Jun54;
KK99537.

Eight-pen hog house. © 20Aug54;
KK100565.

Popular home; the Business of farm-
ing. Handyman plan. (Building
materials) Folder.

How to build a home workshop.
© 17Sep54; KK102134.

How to build a porch. © 14May54;
KK99538.

How to build 4 star storage.
© 21Jun54; KK99536.

How to build the kiddie kabinet.
© 12Nov54; KK102135.

How to build the StorMor cabinet.
© 4Aug54; KK100564.

The sound business digest of practi-
cal acoustics for beauty, for
quiet in every type of structure.
(Tile) 63 p. © 1Aug54; KK99797.

UNITED STATES PASTE COMPANY.

Wall-size eliminator for paperhang-
ers paste. Liquid size. 1 fluid
pint. Label. Appl. author:
Maurice S. Dovberg. © United
States Paste Co., a partnership
composed of Maurice S. Dovberg &
Ike Dovberg; 15Dec53; KK99264.

UNITED STATES SAFETY SERVICE COM-
PANY. ©

United States Safety Service Co.
presents a new concept in complete
eye correction-protection programs
for industry. (Safety lens)
Folder. Appl. author: Howard J.
Martin. © 5Nov54; KK101610.

UNITED STATES STEEL CORPORATION.
Circulating oil. Requirement no.
135. (Lubricants) Sheet. © Na-
tional Tube Division, United
States Steel Co.; 22Jul54;
KK98730.

Extreme temperature grease. Re-
quirement number 372. (Lubri-
cants) Sheet. © National Tube
Division, United States Steel
Co.; 16Aug54; KK99271.

High temperature E. P. grease. Re-
quirement no. 370. (Lubricants)
Sheet. © National Tube Division,
United States Steel Co.; 22Jul54;
KK98729.

Retention test. United States Steel
method by the Timken lubricant
tester. Sheet. © National Tube
Division, United States Steel Co.;
12Oct54; KK100818.

Roll neck spray or gear oil. Re-
quirement no. 225. Lubrication
manual sheet. © National Tube
Division, United States Steel
Co.; 14Dec54; KK102709.

Spray retention test. United States
Steel method by the Timken lubri-
cant tester. Sheet. © National
Tube Division, United States Steel
Co.; 12Oct54; KK100819.

UNIVERSAL MATCH CORPORATION. ©

Heat sample from Michigan oven.
(Match books) Label. Appl.
author: Russell J. Fahning.
© 13Dec54; KK102669.

Oregon-ize your saw with genuine
Oregon chain and accessories.

Label. Appl. author: Russell
J. Fahning. © 4Oct54; KK100487.
Showboat. (Match books) Label.
Appl. author: Russell J. Fahning.
© 2Nov54; KK102698.

Straehle Machine Products Company.
(Match books) Label. Appl. au-
thor: Russell J. Fahning.
© 15Nov54; KK101900.

Use mail. (Match books) Label.
Appl. author: Dudley Wade.
© 24Sep54; KK100274.

UNIVERSAL PRODUCING COMPANY. ©

De luxe Universal jumbo garment bag,
quilted embossed vinyl plastic.
No. 1120; no. 1121; no. 1122. La-
bel. Appl. authors: Raymond
Rankin Stewart and others.
© 18Dec52; KK101553.

Look, it's here. The new Universal
[plastic] waste basket liner. La-
bel. Appl. authors: Raymond
Rankin Stewart and others.
© 15Mar54; KK101565.

The new Universal plastic [clothes]
basket liner with the quilted
band. Label. Appl. authors:
Raymond Rankin Stewart and others.
© 15Sep53; KK101563.

New Universal portable closet
[clothes] bag. Label. Appl.
authors: Raymond Rankin Stewart
and others. © 28Oct52; KK101558.

Protect your blankets, use Universal
blanket bag. Label. Appl. au-
thors: Raymond Rankin Stewart and
others. © 30Dec53; KK101570.

Standard Universal jumbo garment
bag. No. 1110; no. 1111; no.
1112. Label. Appl. authors:
Raymond Rankin Stewart and others.
© 26Nov52; KK101555.

Universal all purpose dress and gar-
ment bag. Label. Appl. authors:
Raymond Rankin Stewart and others.
© 30Dec53; KK101568.

Universal all-purpose suit and gar-
ment bag. Fits any ordinary
clothes hanger. Label. Appl.
author: Raymond Rankin Stewart and
others. © 31Dec52; KK101567.

Universal all-purpose suit and gar-
ment bag. Strong steel frame,
large zipper opening. Label.
Appl. authors: Raymond Rankin
Stewart and others. © 30Dec52;
KK101566.

Universal genuine original oilcloth
clothes basket liner. Label.
Appl. authors: Raymond Rankin
Stewart and others. © 3Sep53;
KK101562.

Universal heavy gauge deluxe plastic
clothes basket liner. Label.
Appl. authors: Raymond Rankin
Stewart and others. © 28Oct52;
KK101554.

Universal jumbo 16 pocket, vinyl
plastic shoe bag. Label. Appl.
authors: Raymond Rankin Stewart
and others. © 8Dec52; KK101559.

Universal jumbo storage garment bag.
No. 1100; no. 1101. Label. Appl.
authors: Raymond Rankin Stewart
and others. © 16Dec52; KK101552.

Universal jumbo vinyl plastic gar-
ment bag. [Nos.] 1105; 1106;
1107-119. Label. Appl. authors:
Raymond Rankin Stewart and others.
© 27Jun53; KK101551.

Universal orange crate cover. La-
bel. Appl. authors: Raymond
Rankin Stewart and others.
© 26Feb54; KK101571.

Universal [plastic] blouse cover.
Label. Appl. authors: Raymond
Rankin Stewart and others.
© 16Dec52; KK101561.

Universal plastic clothes basket
liner. Label. Appl. authors:
Raymond Rankin Stewart and others.
© 11Sep53; KK101564.

Universal [plastic] dress cover.
Label. Appl. authors: Raymond
Rankin Stewart and others.
© 16Dec52; KK101557.

Universal [plastic] shoe bag. La-
bel. Appl. authors: Raymond
Rankin Stewart and others.
© 17Dec52; KK101569.

Universal [plastic] suit cover.
Label. Appl. authors: Raymond
Rankin Stewart and others.
© 16Dec52; KK101560.

Universal vinyl plastic shoe bag.
Label. Appl. authors: Raymond
Rankin Stewart and others.
© 30Dec52; KK101556.

UNIVIS LENS COMPANY. ©

Nu-Line 7 CV. (Ophthalmic lenses)
Label. Appl. author: Robert O.
Barber. © 10Mar54; KK98027.

UPJOHN COMPANY. ©

All the protein and calories of a
complete meal in a Liprotein milk
drink t.i.d. (Pharmaceuticals)
Card. © 8Jul54; KK98584.

Bacterial resistance as insignifi-
cant as one star in 200,000 gal-
axies. Biosulfa and Erythrosulfa.
(Pharmaceuticals) Folder.
© 15Nov54; KK101585.

Bacterial resistance theoretically
is cut 100 million times. Bio-
sulfa, Erythrosulfa. (Pharmaceu-
ticals) Folder. © 18Oct54;
KK100976.

Concerning resistance to antibio-
tics, how insignificant is 1 in
10,000,000,000,000? Biosulfa
[and] Erythrosulfa. (Pharmaceu-
ticals) Folder. © 6Dec54;
KK102367.

Cry havoc. For common diarrheas,
Kaopectate, for infectious diar-
rheas, Mycifradin tablets, Kaopec-
tate with Neomycin. (Pharmaceuti-
cals) Folder. © 25Oct54;
KK101083.

Diplococcus pneumoniae is a gram-
positive organism ... Panmycin.
(Pharmaceuticals) Post card.
© 3Nov54; KK101305.

Distribution; the doctor has written
a prescription. Medicine, pro-
duced with care, designed for
health. (Pharmaceuticals) (In
Time, July 19, 1954) © 8Jul54;
KK98590.

Escherichia coli is a gram-negative
organism ... Panmycin. (Pharma-
ceuticals) Post card.
© 22Nov54; KK101788.

The evidence in bacterial diarrheas
is overwhelming. Kaopectate with
Neomycin, Mycifradin tablets.
(Pharmaceuticals) Folder.
© 20Dec54; KK102667.

For your peptic ulcer patient, elimi-
nate the two A. M. feeding with new
Pamine. (Pharmaceuticals) Folder.
© 12Jul54; KK98499.

Isolation is inadequate. Kaopectate
with Neomycin. (Pharmaceuticals)
Folder. © 16Aug54; KK99793.

Klebsiella pneumoniae is a gram-
negative, capsulated organism ...
Panmycin. (Pharmaceuticals) Post
card. © 10Nov54; KK101844.

Management of infectious diarrheas.
Kaopectate with Neomycin. (Phar-
maceuticals) Folder. © 13Sep54;
KK99931.

Medicine, produced with care, design-
ed for health. Wooden stethoscope
& percussion hammer, 1886 (In
Time, June 28, 1954) © 24Jun54;
KK97780.

The new high-protein, high-calorie
dietary supplement ... Liprotein.
(Pharmaceuticals) Post card.
© 19Jul54; KK98583.

Practically well in 1 week, with
Neo-Cortef ointment. (Pharmaceu-
ticals) Folder. © 28Jun54;
KK97961.

Proteus vulgaris is a gram-negative
organism ... Panmycin. (Pharma-
ceuticals) Post card. © 15Nov54;
KK101584.

Reserpoid. (Pharmaceuticals) Giant
post card. © 21Jul54; KK98501.

Reserpoid. (Pharmaceuticals) Self-
mailer folder. © 12Jul54; KK98502.

Reserpoid in hypertension. (Phar-
maceuticals) Folder. © 9Aug54;
KK99070.

Salmonella paratyphi B is a gram-
negative organism ... Panmycin.
(Pharmaceuticals) Post card.
© 8Nov54; KK101708.

Salmonella typhosa is the gram-neg-
ative organism which causes ty-
phoid fever. Panmycin. (Pharma-
ceuticals) Post card.
© 29Nov54; KK101991.

Scourge of the hospital nursery, in-
fectious infantile diarrhea.
Kaopectate with Neomycin. Folder.
© 19Jul54; KK98500.

Staphylococcus aureus is a gram-pos-
itive organism ... Panmycin.
(Pharmaceuticals) Post card.
© 1Nov54; KK101304.

Streptococcus faecalis is a gram-
positive organism ... Panmycin.
(Pharmaceuticals) Post card.
© 17Nov54; KK101679.

Streptococcus pyogenes is a gram-
positive organism ... Panmycin.
(Pharmaceuticals) Post card.
© 24Nov54; KK101791.

Takes the pressure off the hyperten-
sive patient. Reserpoid. (Phar-
maceuticals) Folder. © 27Sep54;
KK100225.

They bounce back with hematonic
Zymatinic drops. (Pharmaceuti-
cals) Card. © 19Jul54; KK98503.

V

VACO PRODUCTS COMPANY. ©

Anywhere, everywhere, the choice of
the craftsman. Vaco break-proof,
shock-proof screw drivers, with
fire-safe Amberyl handles. Fold-
er. © 30Sep53; KK98056.

Now, more profit from pliers, with
the Vaco plier Vari-Board. Cata-
log no. PL-54. (Display racks)
Folder. © 15Apr54; KK98059.

The Vaco Vari-Board. Catalog no.
SD-53. (Display racks for nut &
screw drivers & chisels) 7 p.
© 25May53; KK98057.

Vaco wood chisels with genuine
Swedish steel blades. Sheet.
© 31Aug53; KK98058.

VALASKEY, EVERETT WILLIAM. ©

Directions for use. Ezee-Clean
[cloth] glove for venetian blinds.
Label. © 1Sep54; KK100696.

VANITY FAIR MILLS, INC. ©

Only by Vanity Fair. A collection
in their incomparable nylon tricot
... (Lingerie) (In Harper's ba-
zaar, June 1954, p. 7) Appl. au-
thor: Abbott Kimball Co., inc.
© 1Jun54; KK97791.

Only by Vanity Fair. Airy petti-
skirt flaring full from slim
waistline. (In the New Yorker,
July 17, 1954, p. 35) Appl. au-
thor: Abbott Kimball Co., inc.
© 15Jul54; KK98627.

Only by Vanity Fair. An extraordi-
nary slip with beautiful Binche
lace ... (In Charm, Nov. 1954, p.
4) Appl. author: Abbott Kimball
Co., inc. © 22Oct54; KK101699.

Only by Vanity Fair. Beautiful sec-
ond day nightdress for every happy
bride ... (In Bride's magazine,
winter 1954, p. 41) Appl. au-
thor: Abbott Kimball Co., inc.
© 15Oct54; KK101696.

Only by Vanity Fair. Charming gown
and peignoir with a special ele-
gance ... (In Vogue, Sept. 1,
1954, p. 102) Appl. author: Ab-
bott Kimball Co., inc. © 1Sep54;
KK100186.

Only by Vanity Fair. Decorative
hostess gown in Vanity Fair's new
Shevelva ... (In Vogue, Nov. 1,
1954, p. 42) Appl. author: Ab-
bott Kimball Co., inc. © 1Nov54;
KK101695.

Only by Vanity Fair. Delightful
short story in two chapters ...
(Lingerie) (In the New Yorker,
June 19, 1954, p. 7) Appl. au-
thor: Abbott Kimball Co., inc.
© 17Jun54; KK97792.

Only by Vanity Fair. For the long-
legged look ... (Lingerie) (In
Mademoiselle, Aug. 1954, p. 85)
Appl. author: Abbott Kimball Co.,
inc. © 27Jul54; KK100184.

Only by Vanity Fair. For the lov-
liest bridal trousseaux of this
season. (Lingerie) (In Bride's
magazine, fall 1954, p. 45)
Appl. author: Abbott Kimball Co.,
inc. © 15Jul54; KK98626.

Only by Vanity Fair. New beautiful-
ly shaped slip in Vanity Fair's
incomparable nylon tricot ... (In
Charm, Aug. 1954, p. 13) Appl.
author: Abbott Kimball Co., inc.
© 22Jul54; KK100188.

Only by Vanity Fair. Now, in opaque
star white, the slip that says
such attractive things ... (In
Vogue, July 1954, p. 6) Appl.
author: Abbott Kimball Co., inc.
© 1Jul54; KK98628.

Only by Vanity Fair. Pettiskirts
that rank. (In Glamour, Sept.
1954, p. 86) Appl. author: Ab-
bott Kimball Co., inc. © 22Aug54;
KK100185.

Only by Vanity Fair. Sheer sorcery,
this dramatic gown with side-swept
silhouette ... (In Town & coun-
try, Oct. 1954, p. 43) Appl. au-
thor: Abbott Kimball Co., inc.
© 30Sep54; KK101698.

Only by Vanity Fair. Street-length
nightdress and pettiskirt ... (In
Glamour, June 1954, p. 6) Appl.
author: Abbott Kimball Co., inc.
© 22May54; KK97790.

Only by Vanity Fair. The serene
cool beauty and practical perfec-
tion of nylon tricot ... (Linge-
rie) (In Town & country, June
1954, p. 12-13) Appl. author:
Abbott Kimball Co., inc.
© 1Jun54; KK97789.

Only by Vanity Fair. This graceful
young gown with a party-dress look
... (In Harper's bazaar, Aug.
1954, p. 17) Appl. author: Ab-
bott Kimball Co., inc. © 1Aug54;
KK100187.

Only by Vanity Fair. Unusual and
exceptionally beautiful ... (Lin-
gerie) (In Harper's bazaar, Oct.
1954, p. 32) Appl. author: Ab-
bott Kimball Co., inc. © 1Oct54;
KK101697.

VAN LEEUWEN, LEONARD. ©

The champion of movie snacks, pure-beef hamburger, with all the fixin's. cAnimated sign for theaters. Poster. © 1Jul54; KK98313.

Enjoy a lift with your movie, delicious candy for that pick-me-up feeling. [Animated sign for theaters] Poster. © 1Jul54; KK98310.

For a complete movie treat. Hot southern barbecue sandwich. [Animated sign for theatres] Poster. © 1Aug54; KK99115.

For a complete movie treat. Hot western barbecue sandwich. [Animated sign for theatres] Poster. © 1Aug54; KK99116.

For that peppy, wide-awake feeling. Delicious, quick-energy candy adds to your movie fun. [Animated sign for theaters] Poster. © 1Jul54; KK98312.

King of movie snacks. Juicy pure-meat hot dog with all the trimmin's. [Animated sign for theatres] Poster. © 1Aug54; KK99114.

More movie fun with popcorn. cAnimated sign for theaters. Poster. © 1Jul54; KK98311.

Movie enjoyment reminder. Whole-some, nutritious candy. [Animated sign for theaters] Poster. © 1Jul54; KK98309.

The treasure of movie snacks. (Buttered popcorn) Poster. © 1May54; KK97797.

VAN NOORDEN (E.) COMPANY. ©

Vanco Airmaster gravity roof ventilators. Pamphlet. Appl. author: Cory Snow, inc. © 27Oct54; KK101771.

VARICK PHARMACAL COMPANY, INC. ©

Here is your fifth cardiology desk-aid. Digitaline Nativelle. (Pharmaceutical) Folder. © 15Oct54; KK101538.

Here is your sixth cardiology desk-aid. Digitaline Nativelle. (Pharmaceutical) Folder. © 8Nov54; KK101537.

VEGH, STEVEN, JR. ©

What's biting you? (Art service) (In Literary market place, 1954-1955, p. 114) © 16Aug54; KK99366.

VENTISED PRODUCTS COMPANY.

Ventized [skin] cream with dermic oils. Sheet. © John Joseph Seelman, d.b.a. Ventised Products Co.; 14Jun54; KK98968.

VERNAM, ROGER.

Playtime pushouts. SEE Platt and Munk Company, inc.

VERSA PRODUCTS COMPANY. ©

Versa-railing, the completely adjustable wrought iron railing. It's easy to do-it-yourself and save more than 1/3. Sheet. Appl. author: Edward J. Kusel. © 2Dec54; KK102541.

Versa-railing, the original, completely adjustable wrought iron railing. How to install it. Folder. Appl. author: Edward J. Kusel. © 2Dec54; KK102542.

VERSENE, INC. ©

Versene passes another milestone. (Industrial chemicals) (In Scientific American, Oct. 1954, p. 2) Appl. author: Meissner & Culver, inc. © 1Oct54; KK100507.

VICTOR SPECIALTIES.

For the thrill of a life time, build your own 3-D projector. [Descriptive] folder. © August Gottfried Schaefer, d.b.a. Victor Specialties; 26Nov54; KK101952.

Victor quality [cable] clamps and straps. Catalog no. 500. 24 p. © August G. Schaefer, d.b.a. Victor Specialties; 2Jul54; KK98091.

VICTORY PLAN PUBLISHERS, INC. ©

New stop smoking plan, takes only ten days. Label. © 7Dec54; KK102568.

VIN-ROCK, INC. ©

Vin-Rock super XX mold release, for all types of plastic molding. Sheet. Appl. author: A. C. Palm. © 25Oct54; KK101921.

VIRGINIA METALCRAFT COMPANY. ©

The Virginia Gentleman serving bar for the perfect host. Folder. Appl. author: J. P. Cooper. © 15Oct54; KK100811.

VITA-RICH DAIRY, INC. ©

Vita-Rich pasteurized, homogenized, vitamin D milk. One quart. Label. © 5Apr54; KK100103.

VITALITY MILLS, INC. ©

Chick grower, super-ironized at no extra cost. 50 lb. net wt. (Chicken feed) Label. Appl. author: David M. Lorenz. © 16Aug54; KK100234.

Chick starter, super-ironized at no extra cost. 50 lb. net wt. (Chicken feed) Label. Appl. author: David M. Lorenz. © 16Aug54; KK100232.

Grower & developer, super-ironized at no extra cost. 50 lb. net wt. (Chicken feed) Label. Appl. author: David M. Lorenz. © 16Aug54; KK100233.

Starter & grower, super-ironized at no extra cost. 50 lb. net wt. (Chicken feed) Label. Appl. author: David M. Lorenz. © 16Aug54; KK100235.

Vitality dog food. Chopped horse meat and gravy. Net wt. 15 oz. Label. Appl. author: David M. Lorenz. © 16Aug54; KK100231.

VIT-A-WAY, INC. ©

Amazing of course. There is nothing just as good as Vit-A-Way. (Mineral-vitamin supplement for livestock) Card. Appl. author: Leo Potishman. © 20Nov54; KK102579.

VOX PRODUCTIONS, INC. ©

Echoes of Broadway. VX 650. (Phonograph records) Envelope. © 2Mar54; KK102672.

Echoes of childhood. VX 710. (Phonograph records) Envelope. © 13Aug54; KK102671.

Echoes of Italy. VX 620. (Phonograph records) Envelope. © 19Nov53; KK102674.

Echoes of Latin America. VX 670. (Phonograph records) Envelope. © 25May54; KK102673.

Echoes of Paris. VX 500. (Phonograph records) Envelope. © 30Apr53; KK102676.

Echoes of Vienna. VX 550. (Phonograph records) Envelope. © 4Aug53; KK102675.

More echoes of Paris. VX 730. (Phonograph records) Envelope. © 5Nov54; KK102670.

VULCAN MOTOR PRODUCTS, INC. ©

Immediate delivery. Generator and starter end plates for Ford 1954. Form 54-51. (Automotive replacement parts) Sheet. Appl. author: Alfred C. Greene. © 7Sep54; KK99671.

W

WAHL, DOROTHY, AND ECONOMICAL FROZEN FOODS, INC., a copartnership of JIFFEE MEALS. SEE Jiffie Meals.

WAIKIKI DISTRIBUTOR COMPANY. ©

Direction for peeling orange skin with speed orange peeler. Sheet. Appl. author: David S. Morishita. © 4Oct54; KK101999.

WALD (A. H.) COMPANY.

Bel-Air french toasted cheese & garlic croutons. 5 oz. net or over. Label. Appl. author: Morris Ovsey. © Arthur H. Wald, d.b.a. A. H. Wald Co.; 29Jul54; KK101167.

Bel-Air slo-toasted garlic croutons. 4 oz. net or over. Label. Appl. author: Morris Ovsey. © Arthur H. Wald, d.b.a. A. H. Wald Co.; 29Jul54; KK101168.

Bel-Air slo-toasted plain croutons. 4 oz. net or over. Label. Appl. author: Morris Ovsey. © Arthur H. Wald, d.b.a. A. H. Wald Co.; 29Jul54; KK101169.

WALD, ARTHUR H., d.b.a. A. H. WALD COMPANY. SEE Wald (A. H.) Company.

WALKER'S AUSTEX CHILI COMPANY. ©

Austex beef stew. Net wt. contents 8 ozs. Label. Appl. author: Crook Advertising Agency. © 29Dec53; KK100831.

Austex chili beans. Net wt. contents 15 1/2 ozs. Label. Appl. author: Crook Advertising Agency. © 31Mar54; KK100828.

Austex corned beef hash. Net wt. contents 15 ozs. Label. Appl. author: Crook Advertising Agency. © 7May54; KK100830.

Austex 6 beef enchiladas with meat and chili gravy. Net wt. contents 15 1/4 ozs. Label. Appl. author: Crook Advertising Agency. © 6May54; KK100827.

Austex spaghetti, tomato sauce and cheese. Net wt. contents 15 1/4 ozs. Label. Appl. author: Crook Advertising Agency. © 7May54; KK100829.

Mexene chili powder seasoning. Net weight 1 ounce. Label. Appl. author: Crook Advertising Agency. © 21Oct53; KK101292.

WALL, ANNA G. ©

Farview design plaques, for first creative experiments. (Educational device) Label. © 17Jun54; KK97836.

WALLACE, LON L. ©

Zoo parade, by Wallace & McDermott. Fine costume jewelry. Display poster. © 13Aug54; KK100140.

WALLACE SILVERSMITHS. ©

Wishing star, a new sterling pattern for romantic young moderns. cBlack & white (In Modern bride, winter 1954-1955, p. 123) Appl. author: Ellington & Co., inc. © 15Oct54; KK101926.

Wishing star, a new sterling pattern for romantic young moderns. cColor (In Mademoiselle, Oct. 1954, p. 3 of cover) Appl. author: Ellington & Co., inc. © 29Sep54; KK101374.

WALLBALL COMPANY. ©

Let 'em play Wallball, the game with the bounce. Folder. Appl. author: Thomas A. Hughes. © 8Jul54; KK99110.

WALTON, JAMES NATHAN.

The professional waiter. (Matchbook cover) Sheet. © James N. Walton; 12May54; KK98401.

WAMSUTTA MILLS. ©

It's always a beautiful morning ... Wamsutta Supercalc frosty tone colors. (Fabrics) Sheet. Appl. author: Edward J. Going. © 22Jul54; KK98616.

Mommy makes [house] dresses for all 3 of us of lovely Wamsutta Luster-wamco ... The name smart mommies cotton to is Wamsutta. (Fabrics) Sheet. Appl. author: Edward J. Going. © 20Jul54; KK98615.

The [world]'s most beautiful poetry ... The name smart women cotton to is Wamsutta. (Fabrics) Sheet. Appl. author: Edward J. Going. © 20Jul54; KK98617.

WARD BAKING COMPANY. ©

Tip-Top homelike raisin bread; thin sliced. Net wt. 1 lb. Label. © 10Oct54; KK100700.

Tip-Top toasty-top enriched bread. Net wt. 1 lb. Label. © 24Sep54; KK100331.

WARD-WALKER CORPORATION. ©

Mister Dingle's home soda fountain. [Syrup pack] Label. © 21May54; KK98940.

Mister Dingle's home soda fountain. [Topping pack] Label. © 21May54; KK98939.

Mister Dingle's milk chocolate fudge sundae topping. Net wt. 7 1/2 ozs. Label. © 21May54; KK98937.

Mister Dingle's orange flavored fountain syrup. 8 fluid ozs. Label. © 21May54; KK98938.

WARNER BROTHERS CARTOONS, INC. ©

Bugs Bunny's magic rub-off pictures. No. 5375:69. (Children's coloring game) Label. © 3Jun54; KK99625.

WARSHAW, NATHANIEL.

Why the small fork truck? SEE Market Forge Company.

WASHINGTON PUBLISHING COMPANY.

The new ideal gift. EternaLog, the perpetual, perennial reminder. (In House beautiful, June 1954, p. 44) © Washington Pub. Co., d.b.a. EternaLog; 20May54; KK98891.

WASHINGTON STEEL PRODUCTS, INC. ©

Here's another silent polyethylene friction catch for stile mounting. The Washington 1126. (Cabinet hardware) Sheet. © 11Oct54; KK102623.

Here's another Washington beauty, flush door pull no. 1610B. Sheet. © 23Sep54; KK102625.

How to sell cabinet hardware by Washington. Folder. © 17Feb54; KK102626.

Ideas for a more convenient kitchen. (Cabinet attachments) Folder. © Washington Steel Products, inc., d.b.a. Kitch'n-Handy Products; 1Nov54; KK102629.

New, beautiful finish, modern in design, the Washington line. Semi-concealed 1020 hinge. Sheet. © 20Apr54; KK102628.

New ideas increase your volume; sell new Kitch'n-Handy cabinet attachments ... Sheet. © Washington Steel Products, inc., d.b.a. Kitch'n-Handy Products; 16Jan54; KK102624.

Washington offers a one-package hardware set for made-to-order wood sliding door wall pockets. Catalog no. 632. Sheet. © 23Sep54; KK102627.

WAVAL-THERMAL. ©

Bleached or dyed ... Customized Nutri-Tonic permanent. Folder.

Appl. authors: Ivan D. Anderson [and others] © 3Jun54; KK100380.

Customized Nutri-Tonic children's permanent. Contents: 4 fl. oz. waving lotion, 2/3 oz. neutralizer, 65 end-papers. Label. Appl. authors: S. G. Ronk [and others] © 12May54; KK100576.

Customized Nutri-Tonic children's permanent. Folder. Appl. authors: Ivan D. Anderson [and others] © 7Sep54; KK100378.

Customized Nutri-Tonic permanent. Regular for normal hair. Folder. Appl. authors: Ivan D. Anderson [and others] © 20Aug54; KK101014.

Customized pin curl permanent, by Nutri-Tonic. Contents: 4 fl. oz. waving lotion, 2/3 oz. neutralizer, 60 bobby pins, 7 plastic curlers, 10 end papers. Label. Appl. authors: S. G. Ronk [and others] Label. © 12May54; KK100577.

Customized pin curl permanent, by Nutri-Tonic. Folder. Appl. authors: Ivan D. Anderson [and others] © 12May54; KK100379.

Nutri-Tonic hair treatment has 4 important uses. Large size tube. Label. Appl. author: Margaret Mace. © 3Feb54 (in notice: 1953); KK101619.

Nutri-Tonic hair treatment has 4 important uses. Small size tube. Label. Appl. author: Margaret Mace. © 3Feb54 (in notice: 1953); KK101620.

Nutri-Tonic permanent. Gentle, regular, super, silver-gray, bleached or dyed. Labels. Appl. authors: S. G. Ronk [and others] © 12May54; KK101152.

WAXED PAPER MERCHANDISING COUNCIL, INC. ©

To be sure it's fresher, we all pick the bread that's wrapped in waxed paper. (In Life, July 12, 1954, p. 29) Appl. author: Ruthrauff & Ryan. © 12Jul54; KK100912.

WAXIDE PAPER COMPANY. ©

8 sliced Ideal enriched buns. Label. © 11Jun54; KK102235.

WAYNE KNITTING MILLS. ©

The color, the quality, the fit, perfection. Belle-Sharmeer fully fashioned leg-size stockings. (In Harper's bazaar, Sept. 1954, p. 142) Appl. author: John J. Finlay. © 1Sep54; KK100040.

Fashions change, but never the fashion for slenderizing seams. Belle-Sharmeer fully fashioned leg-size stockings. (In Vogue, Oct. 1, 1954, p. 53) Appl. author: John J. Finlay. © 10Oct54; KK100969.

Magna cum laude for perfect fit. Belle-Sharmeer fully fashioned stockings in your personal leg-size. (In Mademoiselle, Aug. 1954, p. 181) Appl. author: John J. Finlay. © 1Aug54; KK98934.

Quality gift for a lady of quality. Belle-Sharmeer fully fashioned stockings in her personal leg-size. (In Vogue, Dec. 1, 1954, p. 57) Appl. author: John J. Finlay. © 1Dec54; KK102364.

So exquisitely feminine, so flawlessly fitting, Belle-Sharmeer fully fashioned leg-size stockings. (In Harper's bazaar, Nov. 1954, p. 75) Appl. author: John J. Finlay. © 1Nov54; KK101901.

WEAVER (W. R.) COMPANY. ©

For long safe eye relief; model K series 60 Weaver scopes. (Telescope sights) (In Outdoor life, Nov. 1954, p. 85) Appl. author: Warren T. Mithoff. © 25Oct54; KK101269.

Make the most of your rifle's accuracy, with the new series 60, model K Weaver scopes. (Telescope sights) (In Outdoor life, Oct. 1954, p. 91) Appl. author: Warren T. Mithoff. © 25Sep54; KK100365.

New model K, series 60 Weaver scopes. The world's most used, most proved scopes. Year after year Weaver scopes ... (Telescope sights) (In Outdoor life, Aug. 1954, p. 83) Appl. author: Warren T. Mithoff. © 26Jul54; KK98714.

The new model K, series 60 Weaver scopes. Twenty-five years of scope making experience ... (Telescope sights) (In Hunting & gun annual, 1955 ed., p. 3) Appl. author: Warren T. Mithoff. © 15Aug54; KK100017.

A new 3 power scope. Weaver scope, the model K3 series 60. (Telescope sights) (In American rifleman, July 1954, p. 57) Appl. author: Warren T. Mithoff. © 1Jul54; KK98233.

Weaver scopes, Christmas choice for every shooter. (Telescope sights) (In Outdoor life, Dec. 1954, p. 79) Appl. author: Warren T. Mithoff. © 25Nov54; KK102026.

Weaver scopes, finest for accuracy. Series 60 K models. (Telescope sights) (In Outdoor life, Jan. 1955, p. 69) Appl. author: Warren T. Mithoff. © 25Dec54 (in notice: 1955); KK102818.

You'll see better, aim more easily, shoot more accurately, with a new model K series 60 Weaver scope. (Telescope sights) (In the American rifleman, Sept. 1954, p. 67) Appl. author: Warren T. Mithoff. © 1Sep54; KK99643.

WEBCOR, INC.

Add more fun to your [tape] recording with Webcor accessories. (In Tape & film recording, Sept.-Oct. 1954, p. 3) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 1Sep54; KK102594.

Chemistry is helping you sell the amazing new Webcor portable musical fonographs. (In the Billboard, Apr. 10, 1954, p. 48) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 5Apr54; KK100278.

Enjoy Webcor true-fidelity on a portable Holiday fonograph. (In the Saturday evening post, Oct. 16, 1954, p. 59) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 13Oct54; KK102596.

He'll never be four again, tape it and keep it on a Webcor. (Tape recorder) (In the Saturday evening post, Oct. 23, 1954, p. 70) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 20Oct54; KK102598.

It's new, Webcor Midge, 3 speed, 3 size fono. (Phonograph) (In the Saturday evening post, Nov. 27, 1954, p. 57) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 24Nov54; KK102597.

Listening to Webcor high fidelity is like being in Carnegie Hall. (Phonograph) (In the Saturday evening post, Oct. 9, 1954, p. 68) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 6Oct54; KK102595.

Listening to Webcor high fidelity is like being in Hollywood Bowl. (Phonograph) (In the Saturday evening post, Sept. 25, 1954, p. 74) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 22Sep54; KK100280.

WEBCOR, INC. Cont'd.

Listening to Webcor high fidelity is like being in Orchestra Hall. (Phonograph) (In the Saturday evening post, Sept. 18, 1954, p. 3) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 15Sep54; KK100281.

New Webcor high-fidelity touch button tape recorder. (In Sunset, Oct. 1954, p. 94) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 25Sep54; KK102592.

New Webcor Ravinia fonograf with higher fidelity and luxurious beauty. (In Sunset, Nov. 1954, p. 107) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 25Oct54; KK102591.

Record radio programs automatically, with the exciting new Webcor clock-radio. (In Tape & film recording, Nov.-Dec. 1954, p. 3) Appl. author: Fuller & Smith & Ross, inc. © Webcor, a.k.a. Webcor, inc.; 1Nov54; KK102593.

Typically tomorrow. Phonographs, radios, diskchangers, magnetic recorders. Pamphlet. Appl. author: Fuller & Smith & Ross, inc. © Webcor, inc.; 9Aug54; KK99639.

Webcor high fidelity plays all records with a new realism. (In the Saturday evening post, Sept. 4, 1954, p. 60) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 1Sep54; KK100279.

Webcor high-fidelity tape recorders now in nine exciting models. (In the Billboard, Sept. 25, 1954, p. 22) Appl. author: Fuller & Smith & Ross, inc. © Webcor; 6Sep54; KK100277.

Webcor house party book. (Phonographs & tape recorders) 48 p. Appl. author: Kling Studio, inc. © Webcor Corp.; 1Aug54; KK101314.

WEBER COSTELLO COMPANY. ©

How to sell, use art materials. 17 p. © 17Sep54; KK100514.

How to use and sell maps and globes. 28 p. © 29Jul54; KK100255.

WEBSTER, MABEL E. ©

New rolling pin protector. (Plastic bag) Card. © 16Jun54; KK98095.

WEBSTER MANUFACTURING COMPANY. ©

Webster custom built railing is tops in every respect. The home of better built ornamental iron works. Folder. Appl. author: Pervy Graham Webster, Sr. © 1Jan53; KK101231.

WECO PRODUCTS COMPANY. ©

Children worry about teeth that pain. Dr. West's Miracle-Tuft toothbrush. (In Parents', Aug. 1954, p. 4) Appl. author: J. Walter Thompson Co. © 24Jul54; KK99032.

800 bristles shaped to fit your dental arch. Dr. West's Miracle-Tuft toothbrush. (In Life, Oct. 4, 1954, p. 61) Appl. author: J. Walter Thompson Co. © 10Oct54; KK100716.

Its bristles don't come out. Dr. West's Miracle-Tuft [toothbrush] (In Life, Nov. 1, 1954, p. 91) Appl. author: J. Walter Thompson Co. © 29Oct54; KK101673.

Patience pays off for years to come. Dr. West's Miracle-Tuft [toothbrush] (In Parents', Oct. 1954, p. 4) Appl. author: J. Walter Thompson Co. © 25Sep54; KK100205.

Teeth and your child's personality. Dr. West's Miracle-Tuft [toothbrush] (In Parents', Sept. 1954, p. 4) Appl. author: J. Walter Thompson Co. © 25Aug54; KK99601.

Thumbs down on thumb sucking. Dr. West's Miracle-Tuft [toothbrush] (In Parents' magazine, July 1954, p. 4) Appl. author: J. Walter Thompson Co. © 25Jun54; KK98249.

The whys and hows of Johnny's 20 new teeth. Dr. West's Miracle-Tuft [toothbrush] (In Parents' magazine, Nov. 1954, p. 4) Appl. author: J. Walter Thompson Co. © 25Oct54; KK101668.

WEIL, RICHARD A. and MORRIS ABRAMS, d.b.a. WEIL SALES AND SERVICE COMPANY. SEE Weil Sales and Service Company.

WEIL SALES AND SERVICE COMPANY.

Automatic [gasoline pump] nozzle guards. Sheet. © Richard A. Weil & Morris Abrams, d.b.a. Weil Sales & Service Co.; 11Sep54; KK101154.

WEILLER COMPANY. ©

[Beagle] CO 854. (Beverages) Display poster. © 21Jan53; KK99427.

[Brown trout] CO 896. (Beverages) Streamer. © 16Feb54; KK99434.

Burgermeister, a truly fine pale beer. CO 849. [Mallard duck & birch log] Display poster. © 1Dec52; KK99431.

Burgermeister, a truly fine pale beer. CO 850. [Ringneck pheasant & birch log] Display poster. © 1Dec52; KK99436.

Burgermeister, a truly fine pale beer. CO 851. [Valley quail & birch log] Display poster. © 1Dec52; KK99426.

Cold beer to take out. CO 879. [Mobile] Display poster. © 11May53; KK99428.

[Cowboys lassoing steer] CO 871A. (Beverages) Display poster. © 28Apr53; KK99440.

[Cowgirl on rail display] CO 819. (Beverages & ice cream) Display poster. © 21Feb52; KK99437.

[Golden trout] CO 842. (Beverages) Streamer. © 2Apr54; KK99433.

[Grocer's head] IC 1405/1. (Beverages & ice cream) Sheet. © 1Jul53; KK99424.

[Irish setter] CO 856. (Beverages) Display poster. © 21Jan53; KK99430.

[King salmon] CO 709. (Beverages) Streamer. © 27May49; KK99425.

Large mouth bass. CO 832. [Oval log background] (Beverages) Display poster. © 7Dec53; KK99435.

[Man smiling] CO 828. (Beverages) Display poster. © 3Dec51; KK99432.

[Muskellunge] CO 865L. (Beverages) Display poster. © 2Feb54; KK99438.

[Pointer] CO 855. (Beverages) Display poster. © 21Jan53; KK99429.

Tiger muskie. Leinenkugel's beer. CO 866. [Woodgrained plaque] Display poster. © 2Feb54; KK99439.

WEINTRAUB BROTHERS AND COMPANY. ©

Salute. (Uniforms) Folder. June 1954. © 11Jun54; KK98127.

July 1954. © 16Jul54; KK98742.

Aug. 1954. © 6Aug54; KK100057.

Sept. 1954. © 18Sep54; KK100916.

Oct. 1954. © 14Oct54; KK101839.

Nov. 1954. © 19Nov54; KK102379.

WELCH, JEROME. ©

Level-Aire; a prescription mattress by bedding specialists. Label. © 13Sep54; KK102139.

A prescription mattress, by bedding specialists. Level-Aire. © 13Sep54; KK100265.

WELLCO SHOE CORPORATION. ©

Beauty isn't everything, you know. Wellco Foamtreads. Pamphlet. © 29Oct54; KK102331.

How to re-lace Slacktators. [Instruction] folder. © 1Nov54; KK101633.

More fun, more comfort, when you're wearing Wellco Foamtreads. Display poster. © 29Oct54; KK101247.

WEMBLEY, INC. ©

Big 5 backing means extra Nor-East profits for you. (Neckties) (In Men's wear, Oct. 22, 1954, p. 8-9) Appl. author: Fitzgerald Advertising Agency. © 22Oct54; KK101360.

Now Wembley makes it easy to give him ties that really go with his suits. (In Esquire's apparel arts, Sept. 1954, p. 18-19) Appl. author: Fitzgerald Advertising Agency. © 1Sep54; KK100975.

Now Wembley makes it easy to give him ties that really go with his suits. (In Life, Dec. 13, 1954, p. 54-55) Appl. author: Fitzgerald Advertising Agency. © 10Dec54; KK102522.

Quality sells every time, and Wembley Nor-East Non-Crush ties out-sell all others all the time. (In Men's wear, Sept. 10, 1954, p. 18-19) Appl. author: Fitzgerald Advertising Agency. © 10Sep54; KK100318.

Retailers have made more than \$20 million profit on Wembley Nor-East Non-Crush ties. (In Men's wear, July 9, 1954, p. 8-9) Appl. author: Fitzgerald Advertising Agency. © 9Jul54; KK98942.

Their crisp good looks won't wear away. Wembley Nor-East Non-Crush ties. (In Men's wear, Nov. 5, 1954, p. 16-17) Appl. author: Fitzgerald Advertising Agency. © 5Nov54; KK101855.

Wembley authentic colonial colors. (Neckties) (In Men's wear, Aug. 27, 1954, p. 22-23) Appl. author: Fitzgerald Advertising Agency. © 27Aug54; KK99868.

Wembley falling leaf colors. (Neckties) (In Men's wear, Aug. 6, 1954, p. 18-19) Appl. author: Fitzgerald Advertising Agency. © 6Aug54; KK99196.

Wembley goes to work for you the minute you place an order. (Neckties) (In Men's wear, Oct. 8, 1954, p. 26-27) Appl. author: The Fitzgerald Advertising Agency. © 8Oct54; KK100967.

Wembley Nor-East fancies, biggest single tie item for Father's day, at J. L. Brandeis, Omaha. (In Men's wear, Sept. 24, 1954, p. 20-21) Appl. author: Fitzgerald Advertising Agency. © 24Sep54; KK100568.

Wembley Nor-East [ties] is the best brand name in neckwear. (In Men's wear, Nov. 19, 1954, p. 26-27) Appl. author: Fitzgerald Advertising Agency. © 19Nov54; KK102054.

Wembley squares in imported Nor-East Non-Crush [neckties] (In Men's wear, Oct. 22, 1954, p. 17) Appl. author: Fitzgerald Advertising Agency. © 22Oct54; KK101359.

WEN-MAC CORPORATION. ©

Here comes Wen-Mac's exciting new authentic scale model [locomotive] ... Southern Pacific no. 1. Catalog sheet. © 9Jul54; KK98647.

A Wen-Mac historical miniature. Southern Pacific no. 1 [construction kit] Folder. © 11Aug54; KK99239.

Your Wen-Mac Aquamite racing manual. (Model speed boat) Folder. © 7Sep54; KK99916.

WEST END BREWING COMPANY. ©
Utica Club wins 2 to 1 in amazing taste test. (In the Citizen-advertiser, Auburn, N. Y., Apr. 21, 1954, p. 11) Appl. author: Harry B. Cohen Advertising Co., inc. © 21Apr54; KK98414.

WESTERN CONDENSING COMPANY. ©
How to raise bigger, healthier calves without milk. Peebles' super Calf-Kit milk replacer. Folder. Appl. author: Clare Atwood. © 10Oct54; KK102213.

Peebles' helps keep turkeys healthy and on feed. Folder. Appl. author: Clare Atwood. © 20May54; KK98067.

WESTERN PACKING COMPANY. ©
Challenger brand California vegetables. Label. Appl. author: Larry Walker. © 30Aug54; KK99876.

WESTERN WORLD PLAYING CARD COMPANY. ©
Vanities by Vargas. Redi-Slip. Label. © 12Feb54; KK98180.

WESTGATE-CALIFORNIA TUNA PACKING COMPANY. ©
Bits-O'-Sea light meat grated tuna. Contents 6 oz. avoird. [Blue foil label] Appl. author: Wesley Dye. © 25Jun54; KK100550.

Breast-O'-Chicken, an all purpose pack. Chunk pack tuna. Contents 3 lbs. 12 oz. Label. Appl. author: Gerald P. Mertens. © 28May54; KK98461.

Breast-O'-Chicken chunk pack tuna. Contents 3 oz. avoird. [Green foil label] Appl. author: Wesley Dye. © 7Jul54; KK100552.

Breast-O'-Chicken fancy solid pack tuna. Contents 3 1/2 oz. avoird. [White foil label] Appl. author: Wesley Dye. © 28Jun54; KK100551.

WESTPORT ENTERPRISES, INC.
Port of the west. [Covered wagon] (Records, films, sheet music & other similar articles) Label. © Westport Enterprises, inc., by Dave G. Ruf, president; 20Jul54; KK98870.

WEYANT (M. E.) PAPER PRODUCTS.
Good morning, glad you joined us for breakfast. (Menus) Folder. Appl. author: Tom Thompson. © Tom Thompson & Marie E. Weyant, d.b.a. M. E. Weyant Paper Products; 25Jul54; KK99412.

WEYANT, MARIE E., AND TOM THOMPSON, d.b.a. M. E. WEYANT PAPER PRODUCTS.
SEE Weyant (M. E.) Paper Products.

WHELDX AND SIMPLA PRODUCTS, INC. ©
Now, new, silent Simpla find automatic card finding system. Sheet. Appl. author: Richard P. Scholfield. © 10Oct54; KK100692.

WHIRLPOOL CORPORATION. ©
Color lights the way ... Amazing new Whirlpool guide lite control. (Home laundry appliances) (In Ladies' home journal, May 1954, p. 92) Appl. authors: Perry R. Thomas & Charles Doner. © 28Apr54; KK98403.

Now make every washday touch-button simple. All-new Whirlpool Surgomatic. Just once, see this new work-saver breeze ... (Home laundry appliances) (In Better

homes & gardens, July 1954, p. 103) Appl. authors: Perry R. Thomas & Charles Doner. © 23Jun54; KK98404.

Now make every washday touch-button simple. All new Whirlpool Surgomatic. See this new work-saver breeze ... (Home laundry appliances) (In Farm journal, May 1954, p. 133) Appl. author: Perry R. Thomas & Charles Doner. © 12Apr54; KK98402.

WHITE MANUFACTURING COMPANY. ©
The White [cement] troweler. Folder. Appl. author: Juhl Advertising Agency. © 25Aug54; KK99858.

WHITEHALL PHARMACAL COMPANY. ©
Amazing new tablet for headache, arthritis, rheumatism acts to relieve pain before other remedies help at all. Duplexin tablets with D.A.S.C. (In Evening press, Portland, Me., Oct. 27, 1954, p. 11) Appl. author: John Robert Kelly. © 27Oct54; KK101858.

Asthma formula used most by doctors. Primatene. (In Syracuse herald-journal, July 14, 1954, p. 11) Appl. author: Emile Frisard. © 14Jul54; KK100416.

Doctors find new tiny tablets give freedom from painful asthma spasms. Primatene. (In Rochester times-union, July 19, 1954, p. 8) Appl. author: Emile Frisard. © 19Jul54; KK100417.

Freedom from asthma spasms now possible. Primatene. (In Utica observer-dispatch, July 14, 1954, p. 8) Appl. author: Emile Frisard. © 14Jul54; KK100414.

Now, asthma attacks stopped in minutes, for hours. Primatene. (In Fort Wayne journal-gazette, July 14, 1954, p. 9) Appl. author: Emile Frisard. © 14Jul54; KK100415.

Now available without prescription. Asthma formula used most by doctors ... Primatene. (In the Knickerbocker news, Albany, N. Y., July 12, 1954, p. B-11) Appl. author: Emile Frisard. © 12Jul54; KK100413.

Science finds new tiny tablet stops asthma attacks in minutes, for hours. Primatene. (In San Antonio light, July 19, 1954, p. 5) Appl. author: Emile Frisard. © 19Jul54; KK100412.

Science finds new way to melt off facial hair. New liquid creme ... Neet lotion. (In Syracuse herald-journal, July 30, 1954, p. 8) Appl. author: David H. Grayson. © 30Jul54; KK100227.

Science finds new way to melt off facial hair. Science has discovered a new pink, odorless cosmetic lotion ... Neet lotion. (In the Peoria journal, July 30, 1954, p. B-7) Appl. author: David H. Grayson. © 30Jul54; KK100228.

Why suffer from pain any longer than you have to? Duplexin tablets with D.A.S.C. (In the News and courier, Charleston, S. C., Oct. 27, 1954, p. 3-B) Appl. author: John Robert Kelly. © 27Oct54; KK101857.

WHITMAN (STEPHEN F.) AND SON, INC.
Have one. Whitman's chocolates, so luscious, fresh and new, have come to town. (Confectionery) (In the Saturday evening post, Oct. 9, 1954, p. 14-15) Appl. author: Young & Rubicam, inc. © Whitman & Son, inc. (in notice: Stephen F. Whitman & Son, inc.); 6Oct54; KK102060.

WHITMAN AND SON, INC. SEE Whitman (Stephen F.) and Son, inc.

WHITMAN PUBLISHING COMPANY. ©
4 picture puzzles. Pet animals. No. 5355:49. Label. © 7Aug54; KK99631.

4 picture puzzles. Story pictures. No. 5355:49. Label. © 7Jun54; KK99626.

4 picture puzzles. Things that go. No. 5355:49. Label. © 7Aug54; KK99630.

Tell-A-Tale picture puzzles. Fun time. No. 2639:29. Label. © 16Jun54; KK99629.

Tell-A-Tale picture puzzles. Pet animals. No. 2639:29. Label. © 16Jun54; KK99628.

Tell-A-Tale picture puzzles. Play things. No. 2639:29. Label. © 16Jun54; KK99627.

WIESENTHAL, SAMUEL J., sole owner, d.b.a. PALA FOX DRUG COMPANY. SEE Pala Fox Drug Company.

WILHELM (A.) COMPANY. ©
Do-it yourself and save money with Super Ply enamel. (Paint products) (In the Saturday evening post, Sept. 18, 1954, p. 129) Appl. author: Meldrum & Fewsmith, inc. © 14Sep54; KK100324.

WILLIAMS (J. B.) COMPANY, d.b.a. SKOL. SEE Skol.

WILLIAMS (TED) INC. ©
The world's finest fishing gear bears the signature Ted Williams. (In Field & stream, Aug. 1954, p. 7) Appl. author: Charles A. Geiger, Jr. © 20Jul54; KK99224.

WILLIAMSON (WARREN) ASSOCIATES, INC. ©
Tidy-Line, the quick, handy bathroom clothesline for light laundry. Label. Appl. author: Warren Williamson. © 17May54; KK98455.

WILLIAMSON-DICKIE MANUFACTURING COMPANY. ©
Dickies make a good man on any job look even better. Dickies shirts & pants. (In Country gentleman, June 1953, p. 74) Appl. author: Albert Evans, Jr. © 27May53; KK101824.

Neat; a good man looks even better in Dickies shirts & pants. (In the Progressive farmer, May 1953, p. 67) Appl. author: Albert Evans, Jr. © 15Apr53 (in notice: 1952); KK101825.

WILLISON, PHILLIP C., d.b.a. CHIP STEAK COMPANY OF OREGON. SEE Chip Steak Company of Oregon.

WILLYS MOTORS, INC.
Hydra-matic is wonderful ... Kaiser's new power-on-demand. (In the Mirror, Los Angeles) Appl. author: Wm. H. Weintraub Co., inc. © Kaiser-Willys Sales Division, Willys Motors, inc.; 21May54; KK98001.

Kaiser Darrin 161, for the 400 of the highway. (In Sports illustrated, Aug. 16, 1954, p. 100-101) Appl. author: Wm. H. Weintraub & Co., inc. © Kaiser-Willys Sales Division, Willys Motors, inc.; 16Aug54; KK99243.

Questions and answers about Kaiser's supercharged power-on-demand. (In Popular mechanics, July 1954, p. 248) Appl. author: Wm. H. Weintraub & Co., inc. © Kaiser-Willys Sales Div., Willys Motors, inc.; 1Jul54; KK98480.

WILSON AND COMPANY, INC. ©

Don't feed just half your dog, nourish him completely with Ideal. (In Chicago daily tribune, Oct. 28, 1954, p. 6) Appl. author: Ewell & Thurber Associates. © 28Oct54; KK101110.

WILSON AUTOMATION COMPANY. ©

Production up, costs down. (Machines) Pamphlet. Appl. author: Jerry Brooks Cunningham. © 8Jun54; KK100317.

WILSON LUMBER COMPANY, INC. ©

Bestain; heavy-bodied coating for shingles, shakes and siding. One gallon U. S. measure. Label. Appl. author: Walter Russell Umbach, Jr. © 8Oct54; KK100810.

WILTON PRODUCTS COMPANY.

Catch more fish with the new Wipco spinning-minnow. (Artificial lures) Label. © Jean C. Griffith, d.b.a. Wilton Products Co.; 24Aug54; KK99444.

WIMMER, HARRY AND SHIRLEY GIVENS,

d.b.a. WIMMER-GIVENS STUDIO.
SEE Wimmer-Givens Studio.

WIMMER-GIVENS STUDIO.

Violin, cello, chamber music. (Services) (In the New York times, Sept. 12, 1954, p. X17) Appl. author: Shirley Givens. © Harry Wimmer & Shirley Givens, d.b.a. Wimmer-Givens Studio; 12Sep54; KK101968.

WINDY WOOD FARM.

100 % pure Vermont maple syrup. Contents 1 lb. 6 oz. avoirdupois. Label. © Windy Wood Farm, a co-partnership composed of Donald W. Smith & Freda L. Smith; 20May54; KK97926.

Vermont red apple syrup. One pint. Label. © Windy Wood Farm, a co-partnership composed of Donald W. Smith & Freda L. Smith; 20May54; KK97925.

WINGFIELD, ROBERT J., AND MERLE A.

OLESON, d.b.a. PROJECT-A MURAL COMPANY. SEE Project-A Mural Company.

WINN-RAU CORPORATION.

Winn-Rau and Rudy Fick join hands ... Tomorrow's plan today. (Houses & automobiles) Appl. author: Glover L. Williams. © Winn-Rau Corp. & Rudy Fick, inc.; 12Sep54; KK100113.

WIRE ART.

Wire art; all materials furnished, complete instructions. (Hobby kit) Label. Appl. author: Frederick R. Nehen. © Wire Art Products, t.a. Wire Art; 12Jul54; KK99580.

WIREMOLD COMPANY. ©

Wiremold business builder. Plug Plugmold. Oct. 1954. (Electrical raceway) Folder. Appl. author: Julian Gross. © 10Oct54; KK101331.

WISS (J.) AND SONS COMPANY. ©

Fun-to-make gifts with Wiss pinking shears. Pattern no. 121. Appl. author: Ellington & Co., inc. © 5Nov54; KK101750.

How to make a dog vest, glamour bow, needle case and eyeglass case with Wiss pinking shears. Pattern no. 117. Appl. author: Ellington & Co., inc. © 8Sep54; KK100102.

How to make a skating cap and posey border with Wiss pinking shears. Pattern no. 118. Appl. author: Ellington & Co., inc. © 20Sep54; KK100100.

How to make an eye shade and sewing kit with Wiss pinking shears. Pattern no. 120. Appl. author: Ellington & Co., inc. © 20Sep54; KK100101.

How to make felt appliques with Wiss pinking shears. Pattern no. 114. Appl. author: Ellington & Co., inc. © 6Aug54; KK99086.

How to make game room appliques with Wiss pinking shears. Pattern no. 116. Appl. author: Ellington & Co., inc. © 21Jul54; KK98681.

Wiss pinker fashions. Child's suspenders and skirt appliques. (Patterns) Folder. Appl. author: Ellington & Co., inc. © 15Oct54; KK102552.

Wiss pinker fashions. Jeweled evening bag, decorative match box. Pattern no. 122. (Pinking shears) Folder. Appl. author: Ellington & Co., inc. © 13Oct54; KK101031.

Wiss pinker fashions, patterns for felt appliques. Pattern no. 123. (Pinking shears) Appl. author: Ellington & Co., inc. © 25Oct54; KK101279.

WOLFSON, WALTER I. ©

Très Gai laundry bag. Min. size 20 x 30 inches. Label. © 10Oct54; KK102387.

WOMAN'S DAY, INC. ©

She's got to go out to get Woman's day, the A & P magazine. [Man sitting in chair reading newspaper] (In the New Yorker, Nov. 6, 1954, p. 58-59) © 6Nov54; KK101330.

She's got to go out to get Woman's day, the A & P magazine. [Man with safety pin in mouth scratching head] (In the New Yorker, July 17, 1954, p. 44-45) © 17Jul54; KK98277.

She's got to go out to get Woman's day, the A & P magazine. [Note & food on table] (In the New Yorker, Sept. 11, 1954, p. 108-109) © 11Sep54; KK99751.

She's got to go out to get Woman's day, the A & P magazine. [Reflection of woman on Christmas tree bulb] (In the New Yorker, Dec. 4, 1954, p. 108-109) © 4Dec54; KK102136.

She's got to go out to get Woman's day, the A & P magazine. [Woman and little girl in car] © 14Aug54; KK99232.

She's got to go out to get Woman's day, the A & P magazine. [Woman walking; leaf design] (In the New Yorker, Oct. 9, 1954, p. 78-79) © 7Oct54; KK100702.

WOOD, GAYLORD. ©

Flacon of perfume, it sprays. (In House & garden, Nov. 1954, p. 38) © 20Oct54; KK101118.

Flacon of perfume, it sprays. (In House beautiful, Nov. 1954, p. 116) © 13Oct54; KK101119.

WOODENWARE PRODUCTS CORPORATION. ©

What you should know about ladders. Label. Appl. author: Landon C. Watling. © 15Oct54; KK101281.

WORUMBO MANUFACTURING COMPANY. ©

Wonderful Worumbo. Ah, sweet luxury of life. (Wool fabric) (In Harper's bazaar, Nov. 1954) © 13Oct54; KK100657.

Wonderful Worumbo. Baby bunting, deluxe. (Wool fabric) (In the New Yorker, Sept. 11, 1954) © 10Aug54; KK99380.

Wonderful Worumbo. Cozy coat and cozy color ... (Wool fabric) (In the New Yorker, Oct. 23, 1954) © 11Oct54; KK100579.

Wonderful Worumbo. Perfectly paired, the Worumbo plush coating with the sheer wool suiting. (In Harper's bazaar, Sept. 1954) © 20Aug54; KK99381.

Wonderful Worumbo. Royal hue, fabulous, this deeply surfaced woolen ... (In Harper's bazaar, Oct. 1954) © 3Sep54; KK99645.

Wonderful Worumbo. W stands for wonderful ... (Wool fabric) (In the New Yorker, Oct. 9, 1954) © 6Oct54; KK100437.

WRAP-ON MANUFACTURING COMPANY. ©

Did this ever happen to you? Stop it with Wrap-On tire chain applicator. Display poster. Appl. author: Eric Robert Erving. © 9Sep54; KK101053.

Wrap-On [tire] chain applicator. Card. Appl. author: Eric Robert Erving, d.b.a. Wrap-On Mfg. Co. © 9Sep54; KK101486.

WRIGHT AND MCGILL COMPANY. ©

New low prices for 1955. Wright & McGill presents Limberline. Circ. 54C4. (Fishing lines) Folder. Appl. author: Stanley M. Wright. © 22Sep54; KK100273.

Wright & McGill Miracle Minnows. Circ. 54M-1. (Fishing lures) Sheet. Appl. author: Stanley M. Wright. © 24Jun54; KK97918.

Wright & McGill news. (Fishing spinners & spoons) Folder. Appl. author: Stanley M. Wright. Nov. 1954. © 22Oct54; KK101114. Dec. 1954. © 11Nov54; KK101485.

WRISLEY (ALLEN B.) COMPANY. ©

There's no stopping you when you start with Wrisley bath cosmetics. Appl. author: Fulton, Morrissey Co. © 1Aug54; KK98944.

WUNSCH, JULIUS A., d.b.a. CU-LIN COMPANY. SEE Cu-Lin Company.

WYANDOT MEAT PRODUCTS, INC. ©

Bar-B-Kwik brand cubed beef steaks. Net wt. 7 1/2 oz. Label. Appl. author: Milprint, inc. © 15Jul54; KK98766.

Bar-B-Kwik brand cubed beef steaks. Net wt. 7 1/2 oz. Label. © 19Jul54; KK98705.

WYLER AND COMPANY. ©

Imitation flavored lemonade mix, complete with sugar. Net weight 3 ounces. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 9Apr54; KK101764.

WYNN OIL COMPANY. ©

White tire cleaner. Net contents: 16 U. S. fl. ozs. Label. © 16Nov54; KK101594.

Y

YAHR, JOSEPH, LAWRENCE M. YAHR AND WILLIAM A. YAHR, t.a. CROWN REST BEDDING COMPANY. SEE Crown Rest Bedding Company.

YAHR, LAWRENCE M., WILLIAM A. YAHR AND JOSEPH YAHR, t.a. CROWN REST BEDDING COMPANY. SEE Crown Rest Bedding Company.

YAHR, WILLIAM A., LAWRENCE M. YAHR AND JOSEPH YAHR, t.a. CROWN REST BEDDING COMPANY. SEE Crown Rest Bedding Company.

YARDIS ADVERTISING COMPANY. ©

Rosenthal's giant \$2,500.00 guess the automobile prize contest. (Home furnishings) (In the Philadelphia inquirer, Sept. 26, 1954, p. 4 B) Appl. author: Leonard Oxenberg. © 26Sep54; KK100182.

YARNALL-WARING COMPANY. ©

Yarway piping diagram and steam trap selector for laundry equipment. Folder. Appl. author: Walter W. Michener. © 15Oct54; KK102185.

YOGG AND COMPANY. ©

These professionally designed newspaper advertisements ... Mats are available of the sections indicated. Folder. © 6Jul54; KK97976.

YOUNG (L. A.) SPRING AND WIRE CORPORATION. ©

For lugging away leaves, prunings, grass cuttings; Trash Toter. Label. Appl. author: Roland J. Morgan. © 15Sep54; KK101504.

Z

ZELL, ROBERT M., d.b.a. PLUMB SHOP. SEE Plumb Shop.

ZENITH RADIO CORPORATION. ©

Announcing the new Zenith super deluxe Trans-Oceanic portable. (In Holiday, Feb. 1954, p. 81) Appl. author: Young & Rubicam, inc. © 15Jan54; KK97888.

A brief history of shortwave. The production of the now famous Zenith trans-oceanic portable was begun in 1941. (In Newsweek, May 10, 1954, p. 37) Appl. author: Young & Rubicam, inc. © 6May54; KK99978.

A brief history of shortwave. Zenith's experience in pioneering shortwave went back to the early 20's. (In U. S. news & world report, Apr. 23, 1954, p. 29) Appl. author: Young & Rubicam, inc. © 19Apr54; KK99973.

Extra power gives you better TV pictures. (In Mill Valley record, Mill Valley, Calif., May 7, 1954, p. 3) Appl. author: Young & Rubicam, inc. © 7May54; KK99979.

For radio leadership, the world looks to Zenith. Deluxe trans-oceanic ... short wave portable radios. (In Electrical merchandising, Feb. 1954, p. 125-127) Appl. author: Young & Rubicam, inc. © 1Feb54; KK98568.

If you live where TV is hard to get, get Zenith. (In the Progressive farmer, Sept. 1954, p. 110) Appl. author: Young & Rubicam, inc. © 15Aug54; KK100602.

Isn't it a small world? It is, when you own a new Zenith super deluxe trans-oceanic, the world's finest shortwave portable. (In TV-radio life, June 4, 1954, p. 25) Appl. author: Young & Rubicam, inc. © 2Jun54; KK99982.

It's a fisherman's radio. Tropically treated against humidity, plays where many others won't. (In the Fisherman, July 1954, p. 1) Appl. author: Young & Rubicam, inc. © 24Jun54; KK100607.

It's your kind of radio, a fisherman's radio. It plays where many others won't. (In the Fisherman, June 1954, p. 1) Appl. author: Young & Rubicam, inc. © 24May54; KK99980.

It's your kind of radio, a sailor's radio. (In Ships and the sea, fall 1954, p. 2 of cover) Appl. author: Young & Rubicam, inc. © 15Aug54; KK102068.

It's your kind of radio, a sailor's radio. (In White Lake Yacht Club news, May-June 1954, p. 28) Appl. author: Young & Rubicam, inc. © 1Jun54; KK100604.

New, Zenith super-phonics phonographs bring you brilliant high fidelity. (In Look, June 1, 1954, p. 14) Appl. author: Young & Rubicam, inc. © 18May54; KK99981.

New, Zenith's fabulous Cobra, now in a beautiful table phonograph. (In Seventeen, May 1954, p. 177) Appl. author: Young & Rubicam, inc. © 1May54; KK99976.

New, Zenith's fabulous Cobra-Matic in a beautiful table phonograph. (In Collier's, Feb. 5, 1954, p. 52) Appl. author: Young & Rubicam, inc. © 22Jan54; KK99971.

Precision turntable speed takes the chance out of high fidelity. (Phonograph) (In High fidelity, Apr. 1954, p. 85) Appl. author: Young & Rubicam, inc. © 1Apr54; KK98570.

Press a button and switch stations. (Television) (In the Independent, Chicago, Apr. 28, 1954, p. 3) Appl. author: Young & Rubicam, inc. © 28Apr54; KK100606.

Proved on a camel in Pakistan, it brings the world to you. (Radio & TV) (In National geographic, Oct. 1954, p. 584) Appl. author: Young & Rubicam, inc. © 10Oct54; KK102070.

Question: Which of these Zenith owners is testing a powerful weapon? (In U. S. news & world report, Sept. 10, 1954, p. 39) Appl. author: Young & Rubicam, inc. © 6Sep54; KK100608.

See it, hear it. Zenith's brilliant new high fidelity phonograph, Zenith super-phonics. (In Western appliances & television, May 1954, p. 37) Appl. author: Young & Rubicam, inc. © 25Apr54; KK99975.

See them all, hear them all, but wait till you see Zenith. (In Retailing daily, June 9, 1954, p. 41) Appl. author: Young & Rubicam, inc. © 9Jun54; KK100609.

6 brilliant new reasons why Zenith leads the world in portable radios. (In the Saturday evening post, May 22, 1954, p. 139) Appl. author: Young & Rubicam, inc. © 19May54; KK100605.

TV in a home helps you sell the Zenith chairside radio-phonograph. (In National furniture review, May 1954, p. 85) Appl. author: Young & Rubicam, inc. © 1May54; KK99977.

Take it everywhere except to classes. Zenith portable Cobra-Matic phonograph. (In Seventeen, Sept. 1954, p. 71) Appl. author: Young & Rubicam, inc. © 1Sep54; KK100603.

3 famous Zenith features mean the big difference in FM radio. (In the Saturday evening post, Apr. 24, 1954, p. 52) Appl. author: Young & Rubicam, inc. © 21Apr54; KK99974.

Zenith brings high fidelity down to earth right in your room, right now for just \$149.95. (In Townsfolk, Aug. 1954, p. 2 of cover) Appl. author: Young & Rubicam, inc. © 15Aug54; KK102069.

Zenith custom super-phonics superb high fidelity, in a brilliant new table phonograph. Superb high

fidelity starts at the turntable. (In the American mercury, July 1954, p. 1) Appl. author: Young & Rubicam, inc. © 18Jun54; KK99983.

Zenith custom super-phonics superb high fidelity, in a brilliant new table phonograph. Zenith high fidelity starts at the turntable. (In Stadium concerts review, June 21, 1954, p. 2 of cover) Appl. author: Young & Rubicam, inc. © 21Jun54; KK98565.

The Zenith radio makes the big difference in clock radios. (In the Saturday evening post, Mar. 20, 1954, p. 6) Appl. author: Young & Rubicam, inc. © 17Mar54; KK97887.

Zenith went to the movies to get a better TV picture. (In Look, Apr. 20, 1954, p. 6) Appl. author: Young & Rubicam, inc. © 6Apr54; KK99972.

ZINSMASER BAKING COMPANY.

Master Cara-Ry, a crisp rye wafer. Net wt. 7 ozs. Label. Appl. author: Harry W. Zinsmaster. © Zinsmaster Hol-Ry Co., subsidiary of the Zinsmaster Baking Co.; 3Jun54; KK99458.

ZINSMASER HOL-RY COMPANY, subsidiary of ZINSMASER BAKING COMPANY. SEE Zinsmaster Baking Company.

ZION BAKERS.

Zion chocolate chip cookies with nuts. Net weight 14 oz. Appl. author: Zion Industries, inc. © Zion Bakers & Zion Industries, inc.; 29Sep54; KK101251.

ZION INDUSTRIES, INC.

Zion chocolate chip cookies with nuts. SEE Zion Bakers.

ZIPPO MANUFACTURING COMPANY. ©

Everyone's in favor of giving Dad a Zippo [cigarette lighter] (In the Saturday evening post, May 30, 1953, p. 119) Appl. author: Geyer Advertising, inc. © 26May53; KK101508.

It lights without fail (or we repair it free) forever. (Cigarette lighter) (In Leatherneck, June 1953, p. 4) Appl. author: Geyer Advertising Agency, inc. © 20May53; KK101509.

ZOLLA BROTHERS-SILVIAN, INC. ©

Free premium gifts. Smoke n' save. (Tobacco premiums) Folder. Appl. author: Nancy Norton. © 20Sep54; KK100376.

Smoke n' save. Free bonus gifts just for smoking your own favorite brand of cigarette. (Tobacco premiums) Counter card. Appl. author: Douglas A. Fuchs. © 20Sep54; KK100377.

Smoke n' save. Premium redeeming agency. (Tobacco premiums) Sheet. Appl. author: Bennett Ades. © 20Sep54; KK100375.

ZONITE PRODUCTS CORPORATION.

Super-Larvex, mothproofing composition, finger-tip spray. Net wt. one pound. Label. © Larvex Division, Zonite Products Corp.; 14Dec54; KK102721.

ZURN (J. A.) MANUFACTURING COMPANY. ©

Fixture-Bare Floors give an impression of spaciousness to the confined areas of washrooms. (Plumbing fixtures) (In Architectural forum, June 1954, p. 201) Appl. author: The Lee Donnelly Co. © 5Jun54; KK102562.

RENEWALS

An alphabetical list, under the names of the renewal claimants, of all prints and labels for which renewal copyrights were registered during the period covered by this issue. Information relating to both the original and renewal registrations is included in each entry.

BAIRD'S PEERLESS HOCKING. SEE Harman, William S.

BASKET WEAVE BLOTTING [PAPER] SEE Wrenn Paper Company.

BEAR. SEE Citrus Fruit Growers.

BLANCK, JOSEPH L.

THO-RO textile and fabric chemical dry cleaning fluid. © 10Feb27; Label 32155. Joseph L. Blanck (P); 20Dec54; R140835.

BLANCO (J. M.) INC.

Magnesia efervescente antibiliosa. (Medicinal preparation) © 1Feb27; Label 31998. J. M. Blanco, inc. (P); 12Oct54; R137281.

BLATZ BREWING COMPANY.

Lucky Strike. (Malt syrup) © 15Sep26; Label 31335. Blatz Brewing Co. (P); 12Aug54; R134392. Old Heidelberg. (Malt syrup) © 20Aug26; Label 31395. Blatz Brewing Co. (P); 12Aug54; R134393.

BLUE RIBBON. SEE Golden (A. J.) inc.

BOYLE-MIDWAY, INC.

Fly Ded. (Insect exterminator) © 1Dec26; Label 32324. Boyle-Midway, inc. (P); 5Nov54; R138594.

Radiant Star [polish and dust mop] © 14Aug26; Label 31319. Boyle-Midway, inc. (P); 13Jul54; R133230.

CHIEF. SEE Redlands Select Groves.

CITRUS FRUIT GROWERS.

Bear. (Oranges) © 6Apr27; Label 32460. Citrus Fruit Growers (P); 2Aug54; R134084.

CLAMP NAIL COMPANY.

Clamp nails. (Devices for fastening joints) © 5Mar27; Label 31961. Clamp Nail Co. (P); 17Dec54; R140802.

COMPASS. SEE Teague-McKevett Association.

CONSOLIDATED ORANGE GROWERS.

Mohican. © 20Jul27; Label 32814. Consolidated Orange Growers (P); 9Aug54; R134264.

DIXIE GOLDEN BUTTER. SEE Marathon Corporation.

FLY DED. SEE Boyle-Midway, inc.

FOUNTAIN. SEE Teague-McKevett Association.

GARNET CHEMICAL CORPORATION.

Parodant. (Crystallized deodorant) © 1Jan27; Print 9700. Garnet Chemical Corp. (P); 6Dec54; R140007.

GOLDEN (A. J.) INC.

Blue Ribbon. (Cigars) © 3Dec26; Label 31527. A. J. Golden, inc. (P); 23Sep54; R136553.

Mississippi River Crooks. (Cigars) © 3Dec26; Label 31524. A. J. Golden, inc. (P); 23Sep54; R136552.

Two friends. (Cigars) © 1Sep26; Label 31449. A. J. Golden, inc. (P); 9Jul54; R133007.

Two homers, they always come back. (Cigars) © 1Sep26; Label 31448. A. J. Golden, inc. (P); 9Jul54; R133006.

GOLDEN BOWL. SEE Teague-McKevett Association.

GOLDENBERG CANDY COMPANY.

Peanut chews. © 9Nov26; Print 9421. Goldenberg Candy Co. (P); 28Oct54; R137883.

HARMAN, WILLIAM S.

Baird's Peerless Hocking. (Coal) © 7Feb27; Print 9916. William S. Harman (P); 17Nov54; R139088.

HELLER (B.) AND COMPANY.

\$1000.00 guaranteed Ant-Bane. (Insecticide) © 20Sep27; Label 33022. B. Heller & Co. (P); 1Nov54; R138208.

\$1000.00 guaranteed roach killer. (Insecticide) © 20Sep27; Label 33023. B. Heller & Co. (P); 1Nov54; R138209.

HONOR-BRIGHT. SEE Riverside-High-grove Citrus Association.

HOPKINSON AND HAIGH.

Scotch hams. © 6May27; Print 9921. Hopkinson & Haigh (P); 20Dec54; R140836.

KEMP (E. F.) CORPORATION.

Salted almonds. © 25Mar27; Label 32066. E. F. Kemp Corp. (P); 6Oct54; R137037.

Salted cashew nuts. © 25Mar27; Label 32069. E. F. Kemp Corp. (P); 6Oct54; R137040.

Salted mixed nuts. © 25Mar27; Label 32065. E. F. Kemp Corp. (P); 6Oct54; R137036.

Salted mixed nuts. © 28Aug26; Label 31537. E. F. Kemp Corp. (P); 25Aug54; R135025.

Salted peanuts. © 25Mar27; Label 32068. E. F. Kemp Corp. (P); 6Oct54; R137039.

Salted pecans. © 25Mar27; Label 32067. E. F. Kemp Corp. (P); 6Oct54; R137038.

KENILWORTH. SEE Monte Vista Citrus Association.

LIMONEIRA COMPANY.

Loma. (Lemons) © 2Apr27; Label

32554. Limoneira Co. (P); 2Aug54; R134085.

Rough Diamond. (Lemons) © 2Apr27; Label 32929. Limoneira Co. (P); 2Aug54; R134089.

Selected. (Lemons) © 2Apr27; Label 32556. Limoneira Co. (P); 2Aug54; R134087.

White Cross. (Lemons) © 2Apr27; Label 32555. Limoneira Co. (P); 2Aug54; R134086.

LOMA. SEE Limoneira Company.

LUCKY STRIKE. SEE Blatz Brewing Company.

MAGNESIA EFERVESCENTE ANTIBILIOSA. SEE Blanco (J. M.) inc.

MARATHON CORPORATION.

Dixie golden butter. © 14Sep27; Label 32934. Marathon Corp. (P); 21Sep54; R136024.

MISSISSIPPI RIVER CROOKS. SEE Golden (A. J.) inc.

MOHICAN. SEE Consolidated Orange Growers.

MONTE VISTA CITRUS ASSOCIATION.

Kenilworth. (Oranges) © 15Apr27; Label 32909. Monte Vista Citrus Assn. (P); 2Aug54; R134088.

THE MOVING PUZZLE. SEE Standard Trailer Company.

NESTLÉ COMPANY, INC.

Swiss Knight, the original petit Swiss Gruyère cheese. © 27Oct26; Label 31373. Nestlé Co., inc. (P); 26Oct54; R137838.

OLD HEIDELBERG. SEE Blatz Brewing Company.

\$1000.00 GUARANTEED ANT-BANE. SEE Heller (B.) and Company.

\$1000.00 GUARANTEED ROACH KILLER. SEE Heller (B.) and Company.

OXNARD CITRUS ASSOCIATION.

Santa Rosa. (Fresh lemons) © 6Aug27; Label 33317. Oxnard Citrus Association (P); 11Oct54; R137088.

PABST AA. SEE Pabst Brewing Company.

PABST BREWING COMPANY.

Pabst AA. (Malt syrup for food & beverage purposes) © 26Mar27; Label 32076. Pabst Brewing Co. (P); 1Nov54; R138223.

PARODANT. SEE Garnet Chemical Corporation.

PEANUT CHEWS. SEE Goldenberg Candy Company.

PITCHER. SEE Teague-McKevett Association.

RADIANT STAR [POLISH AND DUST MOP]
SEE Boyle-Midway, inc.

REDLANDS SELECT GROVES.

Chief. (Oranges) © 6Jul27;
Label 33591. Redlands Select
Groves (P); 16Dec54; R140798.

Santa Fe. (Oranges) © 20Jun27;
Label 33459. Redlands Select
Groves (P); 2Aug54; R134090.

RIVERSIDE-HIGHGROVE CITRUS ASSOCIA-
TION.

Honor-Bright. (Oranges) © 15Apr27;
Label 32240. Riverside-Highgrove
Citrus Assn. (P); 2Aug54; R134078.

ROUGH DIAMOND. SEE Limoneira Company.

SALTED ALMONDS. SEE Kemp (E. F.) Cor-
poration.

SALTED CASHEW NUTS. SEE Kemp (E. F.)
Corporation.

SALTED MIXED NUTS. SEE Kemp (E. F.)
Corporation.

SALTED PEANUTS. SEE Kemp (E. F.) Cor-
poration.

SALTED PECANS. SEE Kemp (E. F.) Cor-
poration.

SANTA FE. SEE Redlands Select Groves.

SANTA ROSA. SEE Oxnard Citrus Asso-
ciation.

SCOTCH HAMS. SEE Hopkinson and Haigh.

SELECTED. SEE Limoneira Company.

SILVER CORD. SEE Teague-McKevett As-
sociation.

STANDARD TRAILER COMPANY.

The moving puzzle. © 28Feb27;
Label 31911. Standard Trailer
Co. (P); 1Jul54; R132555.

SWISS KNIGHT, THE ORIGINAL PETIT SWISS
GRUYÈRE CHEESE. SEE Nestlé Company,
inc.

TEAGUE-MCKEVETT ASSOCIATION.

Compass. (Lemons) © 2Apr27;
Label 32298. Teague-McKevett
Assn. (P); 2Aug54; R134080.

Fountain. (Lemons) © 2Apr27;
Label 32300. Teague-McKevett
Assn. (P); 2Aug54; R134082. AP

Golden Bowl. (Lemons) © 2Apr27;
Label 32396. Teague-McKevett
Assn. (P); 2Aug54; R134083.

Pitcher. (Lemons) © 2Apr27;
Label 32299. Teague-McKevett
Assn. (P); 2Aug54; R134081.

Silver Cord. (Lemons) © 2Apr27;
Label 32297. Teague-McKevett
Assn. (P); 2Aug54; R134079.

THO-RO TEXTILE AND FABRIC CHEMICAL
DRY CLEANING FLUID. SEE Blanck,
Joseph L.

TWO FRIENDS. SEE Golden (A. J.) inc.

TWO HOMERS, THEY ALWAYS COME BACK.
SEE Golden (A. J.) inc.

WHITE CROSS. SEE Limoneira Company.

WRENN PAPER COMPANY.

Basket Weave blotting [paper]
© 1Sep26; Print 9436. Wrenn Paper
Co. (P); 30Aug54; R135053.





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